



*Passion to Profit*

PASSION TO PROFIT

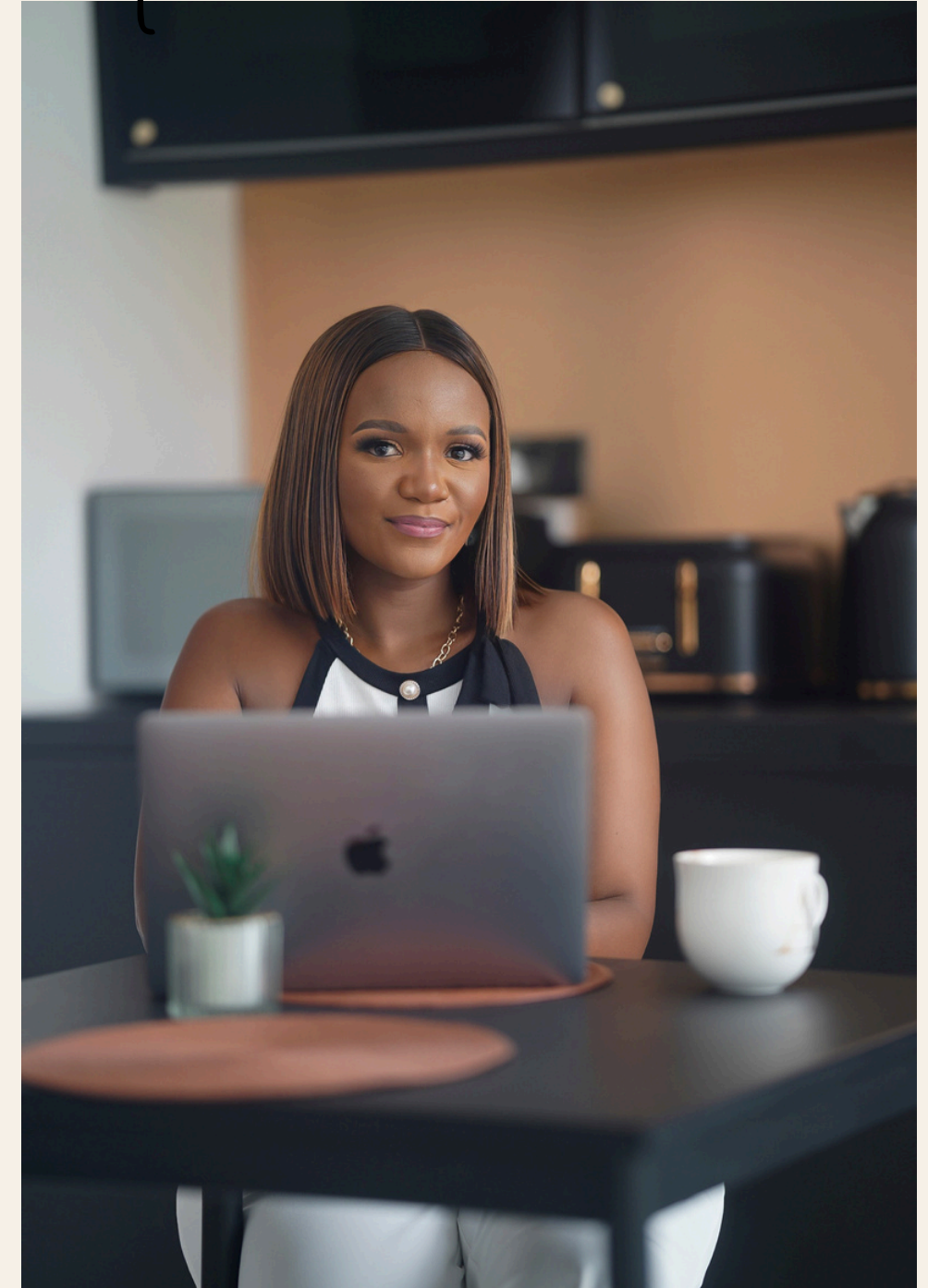
BY AVIWE ODEBODE

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# YOU'RE IN THE RIGHT PLACE IF...

*Hello there*

- ✓ Need support from someone who gets it, who understands the dynamics of being a wife, a present mom yet yearning for your own dreams.
- ✓ You've got the passion but not the plan. Now want to learn how to zone in on your own path.
- ✓ Step by step guidance without overwhelm. Touching all areas of your life and STILL thrive on your entrepreneurial journey
- ✓ It feels like the boat has left you, you've put everyone in front of you and it feels like you've run out of time.





# Welcome

## A BIT ABOUT ME



My name is Aviwe Odobode. South African born. Been in UK for over 20 years.

I was with my husband 9 years before we got married in 2015.

I have 3 beautiful young girls under 10 years old.

I am Co Founder of a business my husband and I run since 2012.

In 2023 I birthed 2 of my very own businesses that I feel passionate about .  
Property & Travel

# Don't forget!

## YOUR WORK BOOK



Grab your workbook and get ready to dive in!

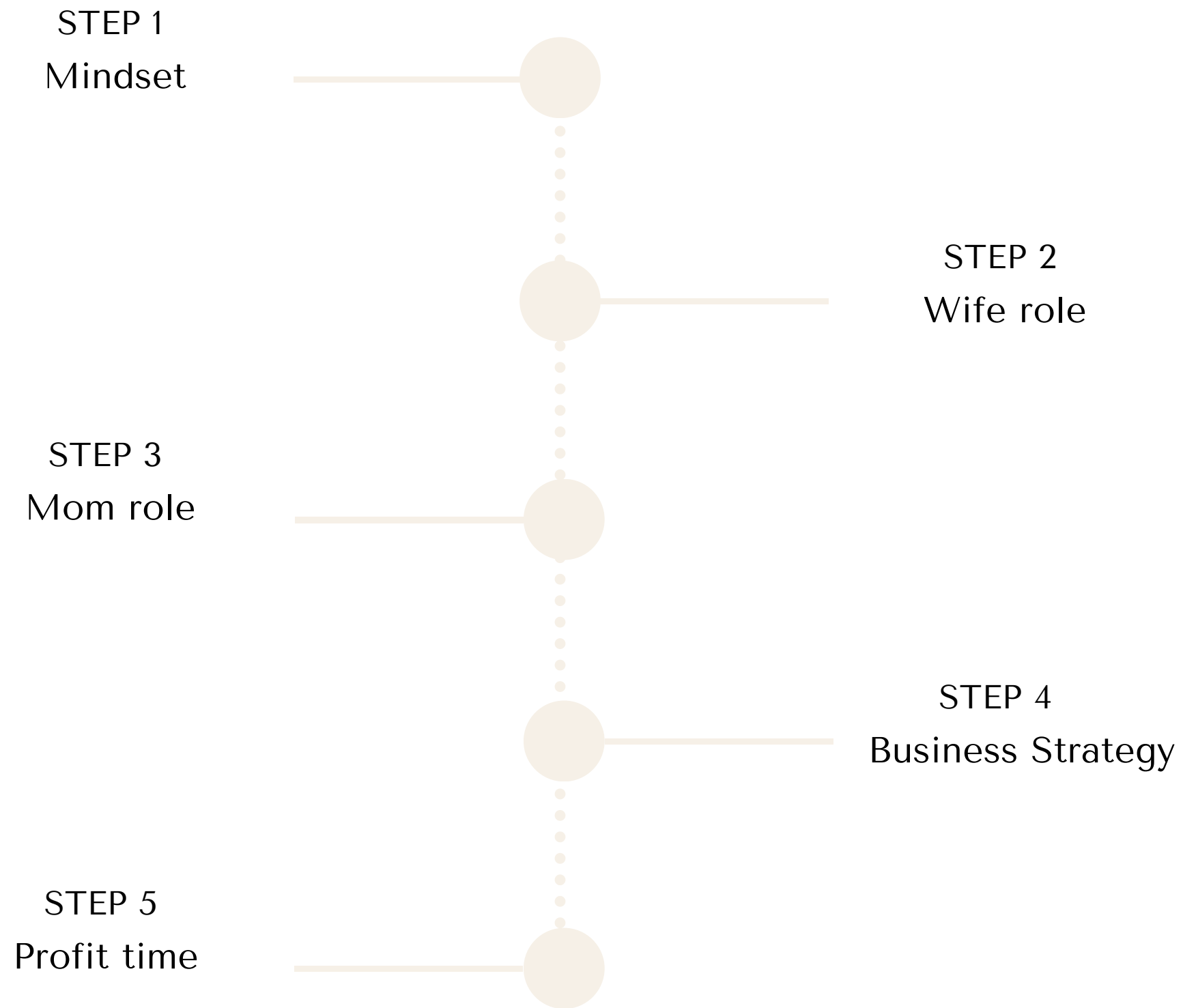
This course is all about action, and taking notes as you go will help you unlock every lesson's full potential.

Let's make sure you leave with a clear plan and real progress

GET IT DOWN



# ROADMAP



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## PATHWAY

A route or course of action that leads to a particular goal or destination.

It provides a structured or step-by-step process that guides someone from their current situation toward a desired outcome.

TAKE ME THERE

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MINDSET



# IN THIS LESSON, YOU WILL LEARN

01

*Embracing  
Imperfection*

02

*Prioritize  
Self-Leadership*

03

*Redefining  
Success*

04

*Cultivate  
Resilience*

#1

Fear



#2

Anxiety



#3

Procrastination

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ALONG THE PATHWAY

These will come at you at any given time, be prepared .

BYE DISRUPTION



# EMBRACING IMPERFECTION

- Shift from perfectionism to progress.

As a mom, wife, and entrepreneur,

- juggling multiple roles can be overwhelming

Learn to embrace the messy moments and

- focus on consistent growth rather than perfection.

# PRIORITIZE SELF- LEADERSHIP

- Adopt a mindset where self-care and personal growth come first.
- To lead a business, you must lead yourself effectively.
- Prioritize your mental, emotional, and physical well-being, knowing that your success as a wife, mom, and CEO starts with you.

## REDEFINING SUCCESS

- Let go of traditional definitions of success that only focus on external achievements.
- Instead, redefine success to include personal fulfillment, time with family, and balance
- Create a vision of success that aligns with both your entrepreneurial goals and family life.

## CULTIVATE RESILIENCE

- Expect challenges and setbacks as part of the journey.
- The key is to build resilience by seeing obstacles as learning opportunities.
- This mindset allows you to keep moving forward, both in business and at home, even when things get tough



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WIFE ROLE

# IN THIS LESSON, YOU WILL LEARN

01

*Understanding  
the Role*

02

*Communication  
with Spouse*

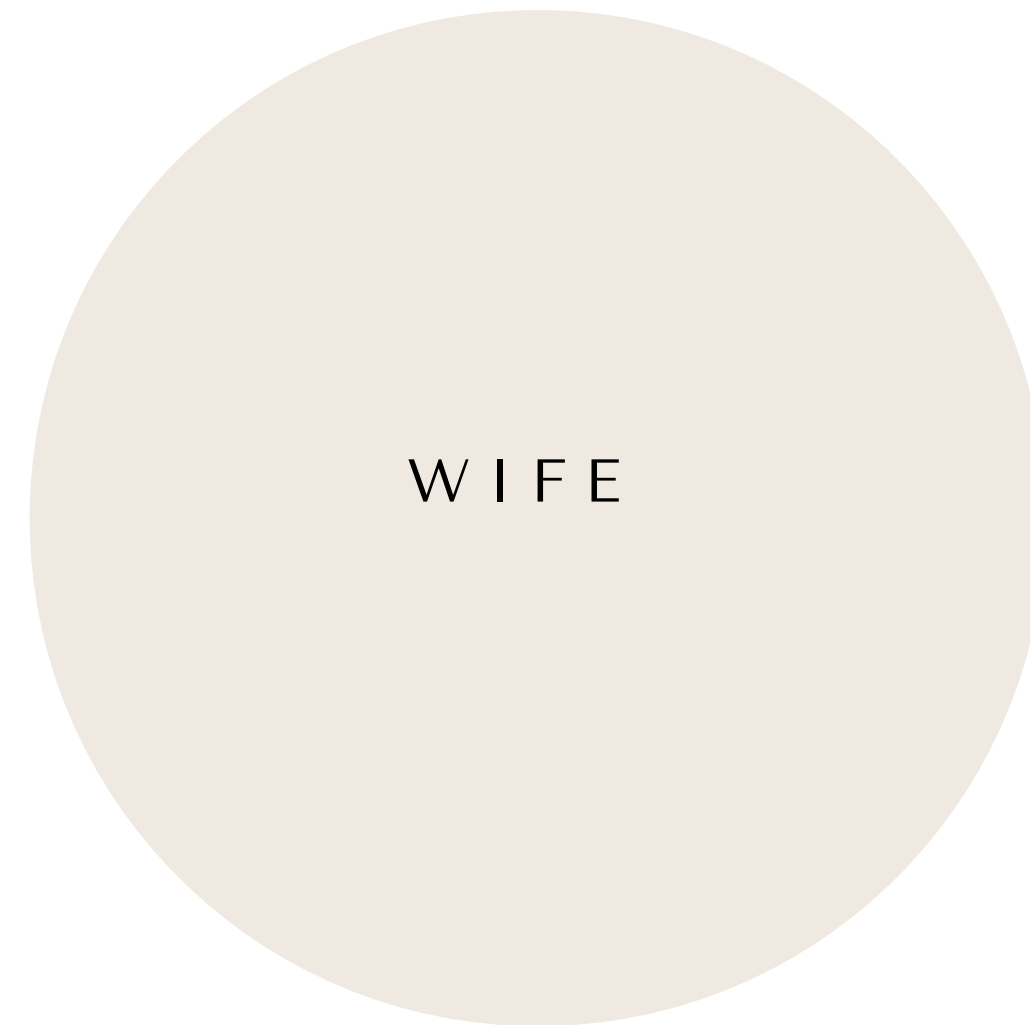


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## MATRIARCHY

Today, wives often balance multiple roles, including being partners, mothers, and professionals, contributing to both their family life and personal ambitions.

W I F E



# Wife Role

- Emotional Supporter
- Household management
- Financial partnership
- Maintaining relationship health

*He who finds a good wife finds a good thing  
finds a good thing*

- Companionship
- Friendship
- Partnership
- Distribution of duties



# UNDERSTANDING THE ROLE

## WIFE ROLE IN THE CEO JOURNEY

- Acknowledge that being a wife does not mean compromising on your entrepreneurial goals. Instead, see how your role as a wife can complement and strengthen your business journey.
- How to approach your spouse as a partner in your journey. Discussing shared goals, balancing responsibilities, and fostering mutual support.

# COMMUNICATION WITH SPOUSE

## TRANSPARENCY

- Openly discuss your business vision and aspirations with your spouse. Set clear expectations about time, finances, and responsibilities as you begin the journey.
- Prioritize quality time with your spouse and family to ensure that your business pursuits don't strain your relationships. Create boundaries to protect personal time.



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MAMA

# IN THIS LESSON, YOU WILL LEARN

01

*Who runs the show*

Overseeing household tasks, schedules, and routines, from meal planning to managing finances, school activities, and family events.

02

*Children's Activities*

Tasks, games, or exercises designed to engage kids in learning, play, or development.

03

*Role Model*

A person whose behavior, actions, or success others admire and strive to emulate

04

*Emotional Anchor*

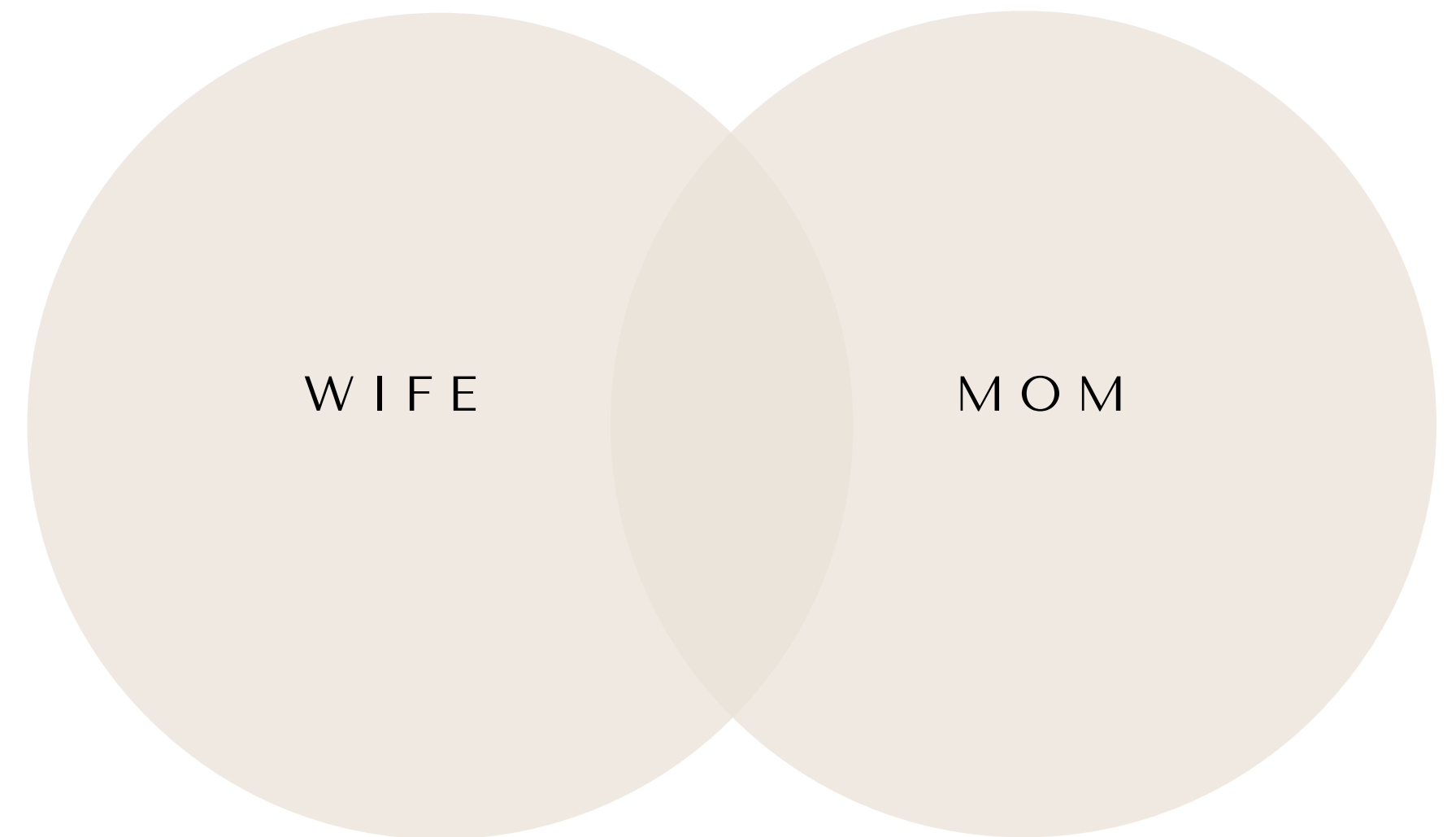
Assisting others in processing emotions, making decisions, and finding ways to cope.

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## MATRIACH 2.0

A woman who is the head of a family, who is powerful within a family and or organization.

ELEVATE ME





# Mom Role

● The mom, who's ready to take control of her future without feeling torn between her family and her dreams.

● Nurturer

● Multi tasker

● Role model

● Teacher





## DO YOU UNDERSTAND YOU RUN THE SHOW?

- You are the compass of your household - sets the direction of the family
- Managing the household, cooking, meal preps, laundry, cleaner, homework
- Teaching values age appropriate play, being informed with internet safety .

## KID'S ACTIVITIES

- The cost of activities, mine do piano, gymnastics and swimming
- Factor in the cost of raising your kids, birthdays, holidays, clothes - they grow up so quickly.
- The time they take in your day

## ROLE MODEL

- Moms lead by example, teaching their children values, resilience, and life skills
- Demonstrating behaviours, ethics, and decision-making that influence her children's understanding of life, relationships, and success.

## EMOTIONAL ANCHOR

- Strong relationships are the backbone of a successful family.
- Offering emotional stability, comfort, and a safe space for her family to turn to in times of need or stress.

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BUSINESS STRATEGY



# IN THIS LESSON, YOU WILL LEARN

01

*Define your  
mission*

The foundation of your business—it's what keeps you going when things get tough and guides every decision you make.

02

*Self Discovery*

Who you are at your core. Understanding your passions, strengths, and values so that you can align your entrepreneurial journey with your authentic self.

03

*Narrow down  
your ideas*

Sift through your passions and ideas to find the one that has the most potential to turn into a successful business.

04

*Move from  
planning to action*

It's time to move from brainstorming and dreaming to taking deliberate steps toward building your business.

# Tools & resources



## PLANNERS

Digital planners,  
Google Calendar,  
Trello or Asana



## SUPPORT SYSTEM

Family support,  
childcare, cleaner or  
virtual assistants.



## MENTORSHIP

Online courses,  
business podcasts,  
or mentorship  
groups



## ONLINE BUSINESS TOOLS

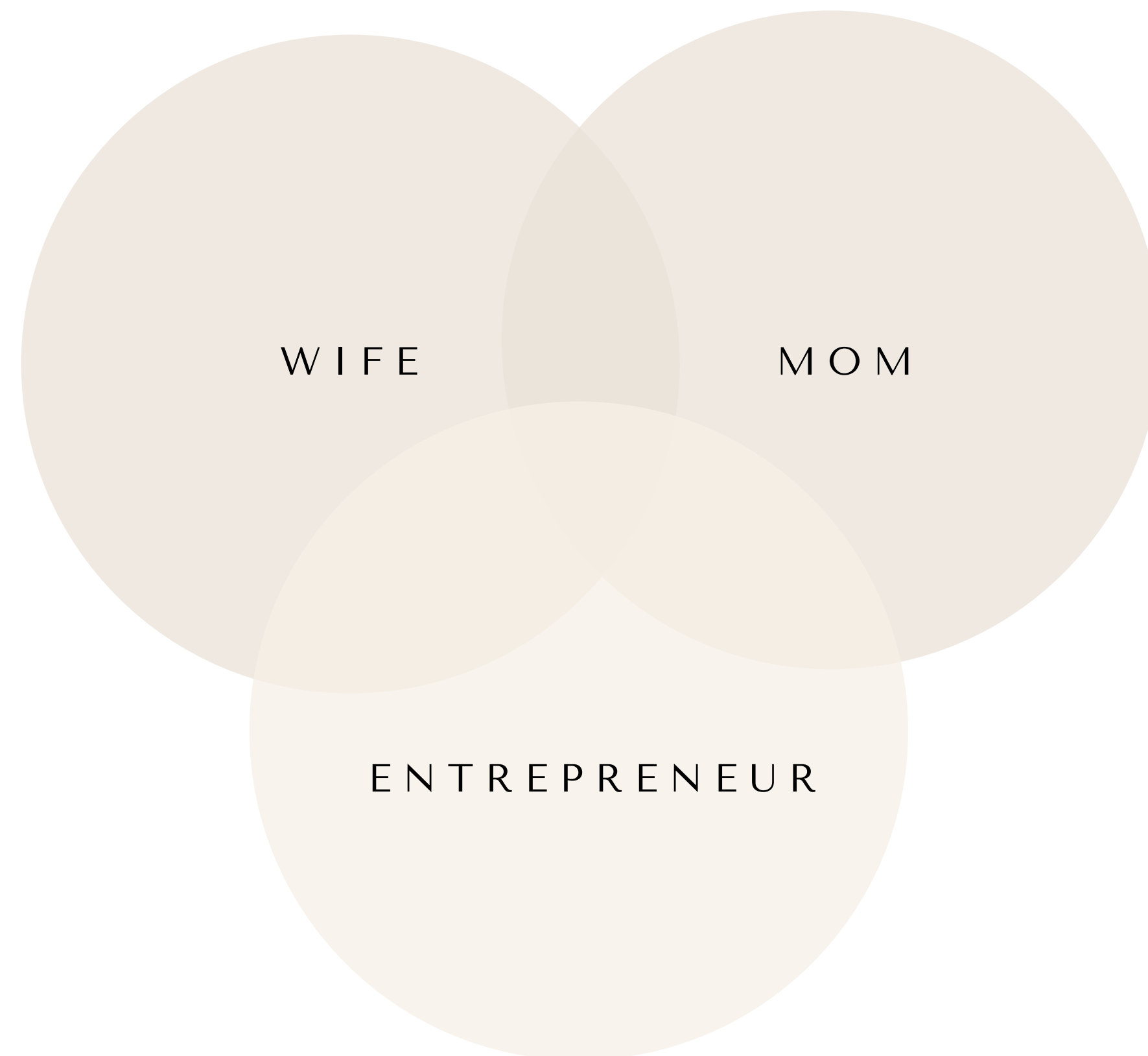
E-commerce e.g  
Shopify or Social  
media management  
tools (Canva, or  
Hootsuite)

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## TRI POWER

Representing the power of balancing  
three essential roles with strength.

CALL TO ACTION HERE





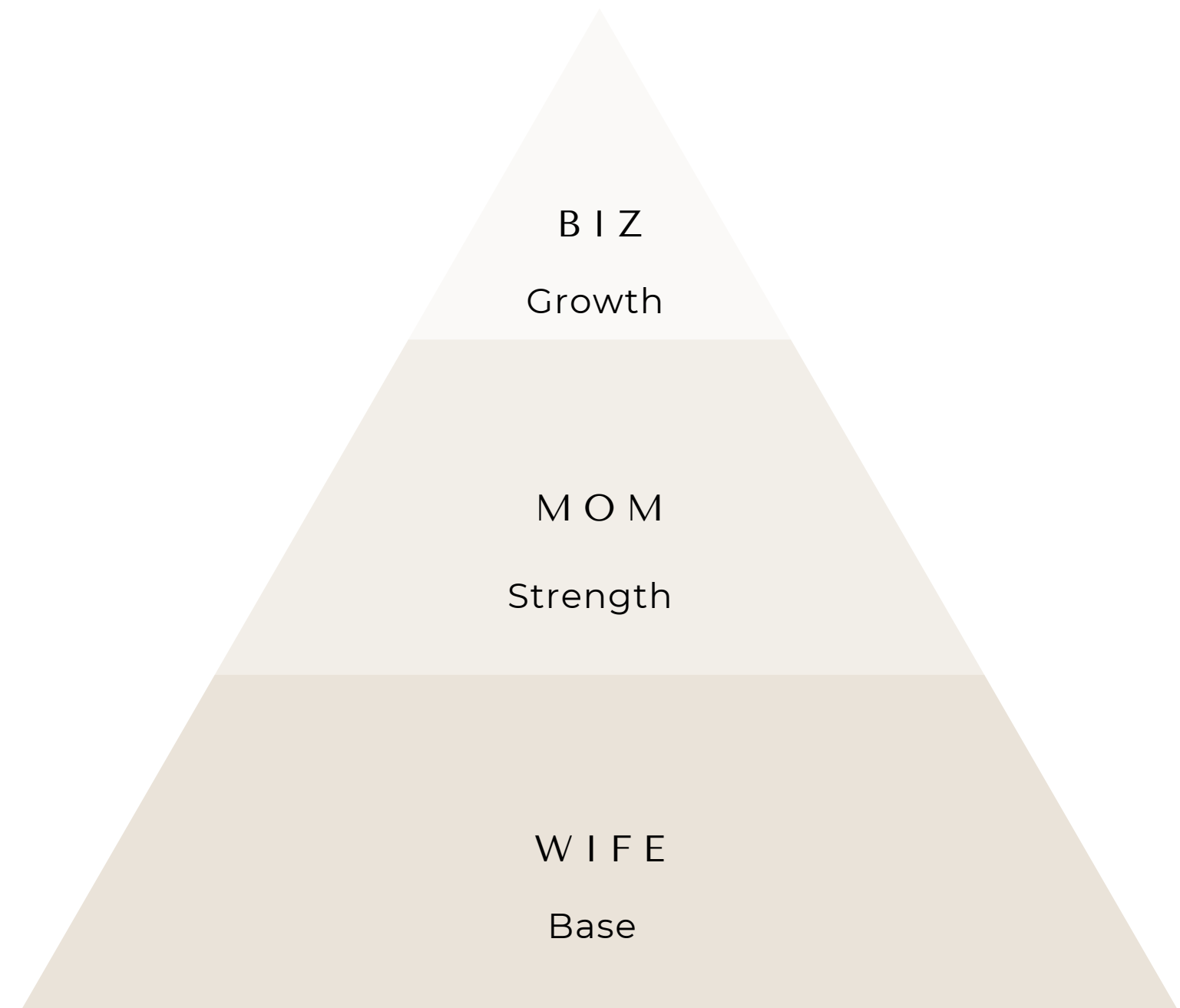
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## PYRAMID OF SUCCESS

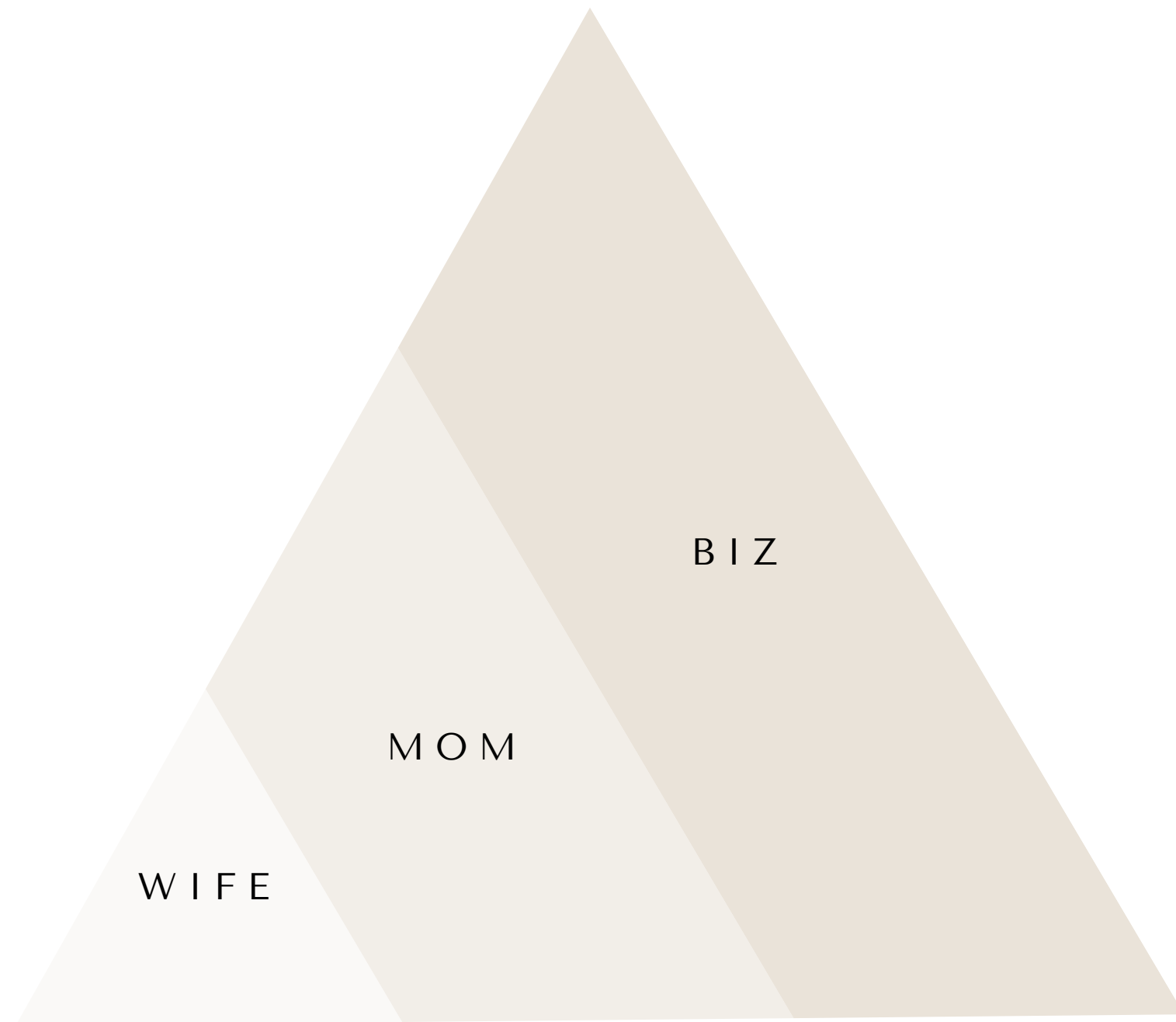
The pyramid structure shows that success in entrepreneurship relies heavily on a strong and balanced family foundation. Without stability at the base, the rest crumbles.

But when you invest time and effort into your role as a wife and mom, it creates the support system you need to thrive as an entrepreneur.

LEVEL UP



# KEY FOUNDATION



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### PYRAMID OF SUCCESS

In essence, focusing too much on the business can cause the pyramid to become unbalanced, leading to cracks in your foundation.

COMMIT TO LEVEL UP

## DEFINE YOUR VISION & MISSION

- Create a clear vision for your business.
  - Write down your long-term vision for your business and life.
  - Craft a mission statement that reflects your business purpose and values.
- Establish Specific, Measurable, Achievable, Relevant, and Time-bound goals.
  - Break down your vision into smaller, actionable goals.
  - Establish what drives you as an entrepreneur



## SELF DISCOVERY

- Understand the importance of aligning your business with your passions
- Complete a self-assessment questionnaire to identify your interests and strengths.
- Reflect on your hobbies, skills, and past experiences to uncover potential business ideas.

## NARROWING DOWN YOUR IDEAS

- Focus on a business idea that resonates with you.
- List out your top three passions and brainstorm potential business ideas for each..
- Evaluate each idea based on market demand, feasibility, and personal interest

## MOVE FROM PLANNING TO ACTION

- Develop a simple, actionable business plan.
  - Identify your target market and outline your value proposition
  - Plan your initial product/service offerings and marketing strategy.
- List the immediate actions needed to start your business (e.g., register your business, create a website, etc.)
  - Bridge the gap between your vision and tangible results.

# LEVERAGE PERSONAL BRAND

## RELATIONSHIP BUILDING

- To stand out, you need to create a personal brand that resonates with your target audience. People buy from people, not just businesses. Sharing your story can set you apart in a way that builds trust and connection. the way you are at home

- Crafting a compelling personal brand that reflects your values, experiences, and what makes your journey unique . Learning how to use storytelling in your marketing to connect with customers on a deeper level.





# MY PASSION



Helping women win - money wise  
Role model to my 3 girls



Property - Serviced  
accommodation portfolio



Travelling - Independent Travel  
Agent

# MY PROFIT



I do this coaching, as I'm passionate about helping other women that I want to demonstrate to them I am doing this, they truly can too with step by step guidance



My properties are listed on Airbnb & Booking .com



I earn on anything travel related and I have built a team and help them to do the same.

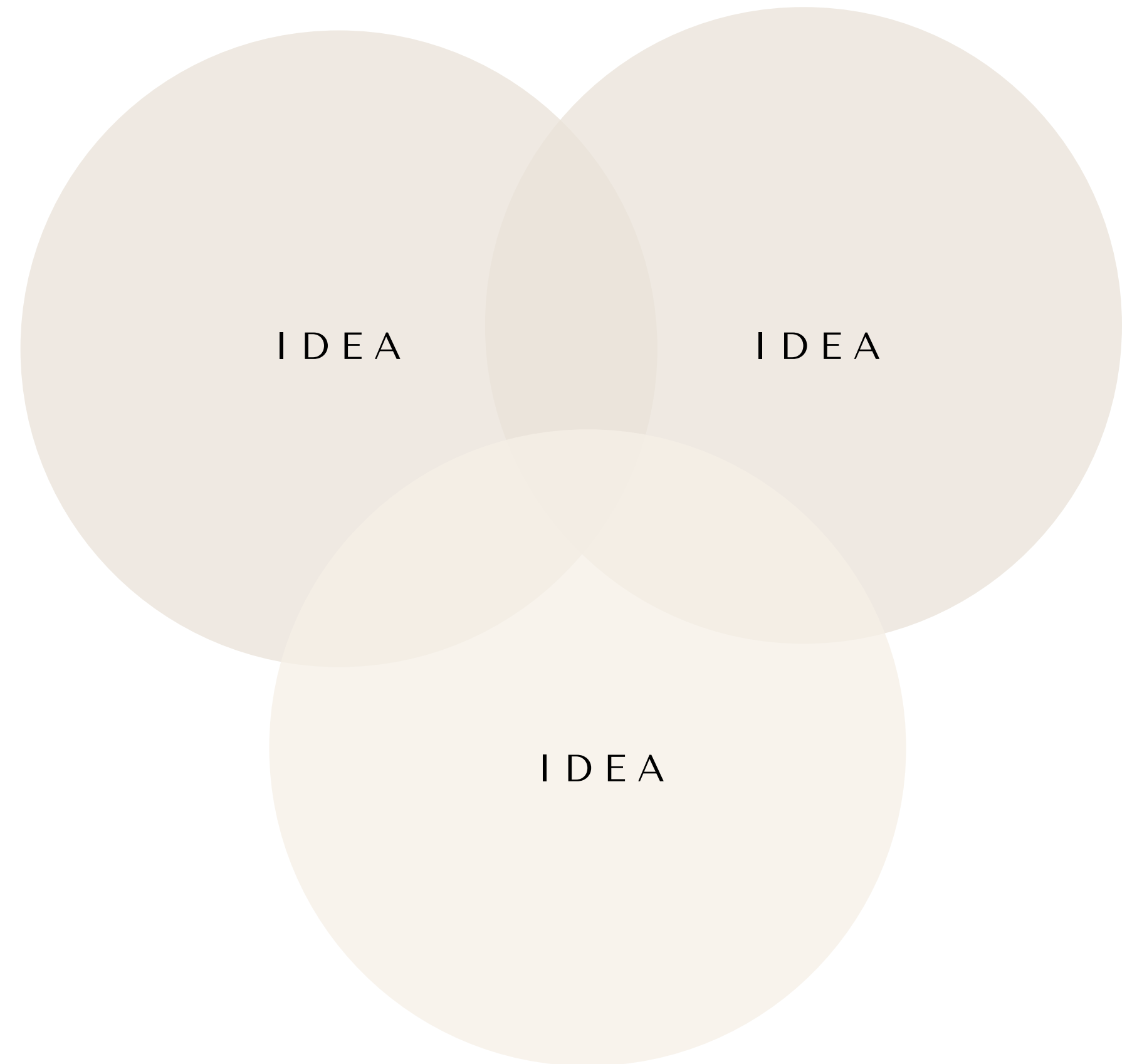
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## YOUR TURN

Imagine making a profit from it—yep, it's possible! Whether it's a hobby, skill, or passion project, the ideas are already inside you.

Let's bring them to life, step by step. You've got the drive, now let's turn that passion into profit!

PASSION







# YOUR PASSION

I D E A S

Events

Travel

Coaching Content creator

Photography

Caterer



# YOUR PROFIT

( I N V E S T   I N   C O U R S E )

Putting together people's events

Earning and saving on travel

Fitness/Business coach

Wedding/Brand

Preparing special dishes for occasions





# IMAGINE A LIFE

- Feeling calm and in control, not overwhelmed by the never-ending to-do list.
- You have systems in place, and you're delegating tasks that used to stress you out.
- Picture building a successful business from home, on your terms, while still being there for school runs, family dinners, and bedtime stories.
- This life is waiting for you, and you deserve it. Let's make it happen





WHAT NEEDS  
TO HAPPEN  
BEFORE YOU  
TAKE ACTION?



# WHAT TO DO NOW?

Get started

[WWW.AVIWEODEBODE.COM](http://WWW.AVIWEODEBODE.COM)



# GET IN TOUCH



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“

"FOCUS ON YOU AND WHERE YOU  
ARE AT"

- AVIWE ODEBODE

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