

Self-Assessment Guide

FROM PASSION TO PROFIT

SELF-ASSESSMENT

Discover Your Passion,
Assess Its Viability as a Business

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About This Assessment

Unleash the power of this dynamic Self-Assessment, your secret weapon in transforming your passion into a thriving business. Packed with cutting-edge questions and engaging prompts, this tool is your personal navigator in the journey of entrepreneurship. Take control of your future, strategize with precision, and ignite the pathway to unprecedented success. Get ready to turn your dreams into reality and your passion into profit, all with this unparalleled Self-Assessment guide!



A note from Kim

Finding your passion and transforming it into a profitable venture can be a fulfilling journey. However, it requires self-reflection, careful evaluation, and strategic planning. This guide aims to assist you in identifying your passion and determining whether you are ready to turn it into a profitable endeavor. It consists of self-assessment questions that will help you gain clarity and make informed decisions. Much success!

Warmest personal regards,

Kim

HOW TO USE THIS GUIDE

Instructions

The following three pages feature infographics with questions designed to guide you in conducting an introspective and reflective assessment of your passion for determining its viability and your readiness to transform it into a successful business. All you need to do is answer the questions.

- Set aside some designated time.
- Find a quiet place to be alone with your thoughts.
- Use a notebook/journal vs. a smart device to write your thoughts.
- Of course, have a pen or pencil available.
- Have an open and honest mindset.



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STEP

1

Exploring Your Passions

1.1

What activities bring you joy and fulfillment?

- Identify activities that make you lose track of time and leave you feeling energized.
- Reflect on moments when you feel deeply engaged and enthusiastic.

1.2

What subjects or topics captivate your interest?

- Consider areas of knowledge or subjects that you naturally gravitate towards.
- Reflect on hobbies, books, or documentaries that intrigue you.

1.3

What are your core values and beliefs?

- Identify your values and principles that guide your life.
- Assess how well your current activities align with those values.

1.4

What skills or talents do you possess?

- Reflect on your strengths and natural abilities.
- Identify skills you have acquired through education, training, or experience.

STEP

2

Evaluating Profit Potential

2.1

Is there a market demand for your passion?

- Research if there is a target audience interested in your passion.
- Assess the competition and identify potential niches.

2.2

Can you provide a unique value proposition?

- Determine how your passion differentiates you from existing competitors.
- Identify the unique skills, perspectives, or approaches you can bring to the table.

2.3

Are there monetization opportunities?

- Explore potential revenue streams related to your passion.
- Evaluate the feasibility of turning your passion into a sustainable business.

2.4

Do you have the necessary resources and support?

- Assess your financial situation and determine if you have the resources to pursue your passion.
- Consider the availability of mentors, networks, or communities that can support you.

STEP 3

Readiness for Transition

3.1

Are you prepared to invest time and effort?

- Evaluate your commitment to dedicating significant time and energy to your passion.
- Assess your willingness to overcome obstacles and persevere during challenging times.

3.2

Are you open to learning and adapting?

- Reflect on your flexibility and openness to acquiring new skills and knowledge.
- Consider if you can adapt to changing market dynamics and evolving trends.

3.3

Are you ready to take calculated risks?

- Assess your comfort level with risk-taking and uncertainty.
- Determine if you have the resilience to handle setbacks and learn from failures.

3.4

Can you envision long-term sustainability?

- Reflect on your passion's potential for long-term growth and relevance.
- Assess if you have a clear vision and strategic plan for the future.



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