



Working with Purpose:

Three Tips for Discovering Your Passion



by Daniela Silva

The important thing is to match interests with skills—
doing both what you love and what you can do well.

You've probably heard about delight-directed learning—home-schooling to your child's interests. But have you ever heard about "passion economy"? The term was coined in 2019 by Li Jin, a market investor, who noticed a new trend among online businesses: turning creative passions into money and job opportunities. Passion economy allows people to align their interests and skills with purposeful projects. The trend also includes the creation of an incentive fund, "The Passion Fund," a grant program designed to support creators, activists, and entrepreneurs to take their passions to the practical level. Jin indicates that, due to the pandemic, many lost their jobs but found their vocations. Instead of trying to get back to business as usual, people are looking for a new way forward, taking their skill sets and trying to monetize it.

In light of all this, how are people handling this new world of work?

Adam Davidson, author of *The Passion Economy*, gives us a glimpse. According to him, the way people feel about their jobs has changed. Workers no longer want to have their skills squashed within a company but rather valued in a way that highlights and celebrates their talents and personalities. As a result, we have new digital platforms that emphasize people's individuality, such as the Side Hustle Stack project (sidehustlestack.co), a free resource where entrepreneurs can work on platforms according to their interests. The site features work in categories such as health, tech, teaching, coaching, fitness instructing, gaming, etc.

However, before starting a business, you need to discover your passion, right? For this, I have three tips:

1. Look Inside Yourself and Identify Skills

Think about the things you like to do most and that you do well. If you aren't sure,

ask friends and family. What kind of activities, tasks, or projects had positive results? Or think about an activity you've always wanted to do but never dared to start. The important thing here is to match interests with skills, which means doing both what you love and what you can do well.

In passion economy, the passion starts with a story—your life story. That's why it's so important to look inside yourself.

2. Look for the Right Type of Customers for Your Passion

Once your passion has been identified, it's time to go after the audience that wants it. With social media, this identification becomes easier, as interests are already separated by groups, such as on Instagram or Facebook. It is also possible to check the level of interest in a product by the comments on the posts, whether positive or negative. The important thing here is to reinforce what is good, and think about creative adjustments to what needs

improvement. For example, let's say your passion is cooking and your specialty is desserts. You can create a group on Instagram and give exclusive tips to subscribers about desserts made with typical fruits of each season. In addition, you can encourage subscribers to reproduce the recipes at home and leave reviews in the group.

3. From Passion to Profit (Turning Your Passion into Income)

The passion economy has created a new niche of work, which is creating and disseminating content on the internet. Within this niche, there is space for all audiences. The difference lies in how your content will be produced and offered. It can be through podcasts, online courses, games, mentoring, coaching, shorts or videos on YouTube, or social media groups. Another way to monetize your skills is to create paid channels and share exclusive content with subscribers. You can also turn old drafts into e-books and sell them at inclusive prices!

As we can see, creativity is the key feature in passion economy, because the more we create new content, the greater the possibilities are of connecting it with

people who share the same passion. Undertaking with passion requires creating valuable content that speaks to the needs of your audience. So, ask yourself, "How can I help this person, company, or institution?" when developing content.

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It's also important to note that technology is just a means you will use to pursue your passion, not necessarily what defines it. What defines your business is creating products and services that have a story to tell, which is the story of your passion for something. That's why it's so unique and helps us differentiate ourselves from others.

"Thou shalt call, and I will answer thee: thou wilt have a desire to the work of thine hands." Job 14:15 (KJV) 🏠

About Daniela

Daniela Silva is a Brazilian educational writer who currently lives in Goiânia (GO), Brazil, with her husband. She holds a BA in pedagogy, an MBA in personnel management, and a postgraduate certificate in neuroeducation. In collaboration with The New Heights Educational Group, Inc., she has published *Unraveling Reading* (bit.ly/3ZkFxZs), a book on literacy education and learning disabilities in reading and writing. In addition, Mrs. Silva has her academic monograph "Developing the creative potential of children by stimulating the window of opportunities," published by MoreBooks (bit.ly/3wcZov4). Sources:

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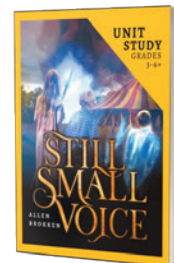
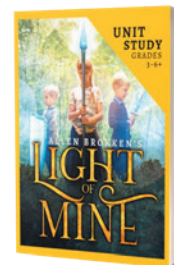
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