

**TURNING YOUR
CREATIVE
PASSION INTO A
PURPOSE
DRIVEN BUSINESS**

Look! A Dandelion

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What is a Purpose-Driven Business?

“A purpose-driven business strives to solve real problems, meet pressing needs, and change the world in ways big and small.”

- Jocelyn K. Gleib

As creative people, one of our greatest dreams is to make a living doing what we love, being our own boss, and doing whatever we want, whenever we want.

And bonus points if we get to help the world while doing what we love, because we care and we want to do what's best for society. (Am I right, friends?)

Sigh. That is the life.

What if I told you we can make this dream a reality? What if we can turn our creative passion into a purpose-driven business that's good for us and for others?

I'm not gonna lie; that sounds amazing. Hard work, but *amazing*.

A purpose-driven business “strives to solve real problems, meet pressing needs, and change the world in ways big and small.” says Jocelyn K. Gleib in *Make Your Mark: The Creative's Guide to Building a Business with Impact*. (Great book, btw.)

And, clearly, the best thing that could happen for us creative passionistas (made-up word alert, and I'm never using that word

ever again) is if we can start our own purpose-driven business that fulfills our dreams of *freedom, creativity, and world change*.

I'm an example of a creative-turned-entrepreneur. I turned my creative passion into a web design business that lets me work with openhearted creatives (like you!) who want to do what's best for themselves and for others. And by helping these creatives, I get to help the people they help, too!

It's a win-win situation and I want you to have your own purpose-driven business that makes you feel good and do whatever you want, whenever you want.

I'm still in the beginnings of my business but I've done a lot of research, implemented a lot of strategies, and condensed them all into this list for you to study and absorb like a sponge.

All it takes is 5 steps to turn your creative passion into a purpose-driven business. Yes, it's gonna take a lot of work, but it's gonna be so *worth it*.

Trust.

Step 1: Reflection

“Follow effective action with quiet reflection. From the quiet reflection will come even more effective action.”

- Peter Drucker

Let's take a moment to ask ourselves some questions and reflect before diving into building our business from scratch.

We first need a clear idea of what we want to achieve in our business. And to do that, we need to figure out our *creative passion* and *life purpose*.

So ask yourself this: What do you love to do? What do you want to achieve in life?

Your answer to “What do you love to do?” lets you figure out what your *creative passion* is. Is it painting landscapes? Knitting scarves? Designing books? Solving problems? Write your answer down on a piece of paper.

Meanwhile, your answer to “What do you want to achieve in life?” lets you figure out your *life purpose*. What do you want to be remembered for? What makes you happy? Is it making someone smile everyday? Helping people in need? Restoring the Earth back to its natural glory? Write your answer down below your previous answer.

Now, combining the two questions: How can you do what you love to achieve your life's purpose?

Looking at the answers you have written down, how can you combine your passion and purpose into one thing? If you love knitting scarves and want to make someone smile everyday, you can start a business where for every scarf you sell, you give one to a person in need—similar to the TOMS and Warby Parker business models.

My life purpose is to help others achieve *their* life purpose. And I do this by creating an online platform (a.k.a. website, but who knows what it will be in the future!) for people that showcases their passion and purpose to the world.

So, your passion + your purpose = your business idea.

Once you figure out your answer, write it down below your previous answers and circle it for emphasis.

This part is so important. Identifying your passion and purpose gives you a clear idea of what you want to achieve in your business and will help you in the long run.

Take the piece of paper with your answers and put it up on your wall where you can see it everyday. Commit to your passion and purpose and *live by them*. They will guide you through the rest of these steps and will be a part of your business's core values.

Step 2: Audience

“You have to respect your audience. Without them, you’re essentially standing alone, singing to yourself.”

- K.D. Lang

Once you’ve identified your passion and purpose, the next step is to identify your desired audience.

Your audience, in business-speak, are the people you serve in your business. They are your customers, clients, readers, and fans.

When identifying your desired audience, figure out who they are and what they are like.

Here are some questions to answer about your audience:

- How old are they?
- What do they do for a living?
- What do they do during their free time?
- Where do they live?
- How much do they make?
- How would they describe themselves?

Write your answers down on a piece of paper and read them over. If they sound like you, don’t be surprised! I find that a lot of creatives cater to an audience that’s very similar to them. Which can be great because then you’ll have a better understanding of who they are and what they do.

Now, judging from your audience profile, can you think of any problems your audience might have that you can fix? Can your business idea from Step 1 solve a problem of theirs?

It's one thing to create something that your audience wants and another thing entirely to create something they *need*.

By giving your audience something they need that solves a problem of theirs, you're giving them something of great value. And your audience will like and trust you for it.

For example, my audience is openhearted creatives who want to do what they love and help others at the same time. By making websites for them, I do the heavy lifting job of web design so my audience doesn't have to. And, instead, they can do something that's more fun and meaningful to them.

To recap, your business idea should solve a problem your audience has.

Once you identify your audience and their problems, present your business idea as a solution to their problems. Make it something your audience needs, and not just wants.

And now that you have your *desired audience*, *their problems*, and your *business idea* down on paper, you can start marketing your upcoming business to your audience, as we'll see next.

Step 3: Connection

“The business of business is relationships; the business of life is human connection.”

- Robin S. Sharma

Now that you know who your audience is, it's time to seek them out and connect with them.

To connect with your audience, find out where they hang out online and offline and meet them there.

Is your audience at Facebook groups? Twitter chats? Instagram? Meet ups? Festivals? Conferences? Think of all the places where your audience will be, both online and offline, and talk to them.

Help your audience out. What questions do they have that you can answer? What can you do for them?

You haven't started your business yet but you're an expert at what you do and you may know things that can help your audience.

Plus, your audience will think you're really nice for helping them and they'll become familiar with your expertise and skills.

And, of course, get to know your audience personally. Ask your audience how they're doing. Befriend, support, and listen to them.

Social media is a great and convenient way to communicate with your audience. I connect with my audience through Facebook groups and answer any questions they have about their websites and blogs.

I also leave comments on my audience's blog posts, thanking and complimenting them for their stories and insights.

Plus, it's all genuine. To connect with others, you need to genuinely care about your audience, their lives, and their problems.

Genuinely caring for your audience means putting your audience first before yourself. This means every conversation you have with your audience should focus on them. Your business idea should come up only when your audience asks about what you do or when the situation calls for it—such as when sharing each others' stories, dreams, and goals.

By connecting with your audience, you're building relationships with them and marketing yourself and your business. And by talking to them, you can discover problems of theirs that you haven't thought of before and see if your audience is interested in your business idea.

And when your business is ready to launch, you will already have an audience to support you and buy from you. They will go to you first if they have a problem you can solve because they already know, like, and trust you.

So get to really know and help at least one person every time you connect with others. Good things come out of meaningful connections and relationships.

Step 4: Planning

“Planning is bringing the future into the present so that you can do something about it now.”

- Alan Lakein

After getting to know your audience and finding out more about their problems, you can start planning the details for your purpose-driven business.

Planning gives you a very clear idea of what to do for your business before, during, and after it launches. Having a plan helps you stay on track and stick to what's important.

To figure out your plan, answer the following questions and write down your answers as specifically as you can.

1. What product or service are you offering to your audience?
2. What do you hope to achieve 6 months from now? A year? Two years?
3. What tools and systems do you need to get started? (More details about that in the next page.)
4. What employees or partners, if any, do you need to help you out?
5. How much money do you need to make per month or per year?
6. What will you be doing each day before, during, and after your business launches? (Put your daily tasks in a calendar for easy viewing.)

7. And on that note, when will your business launch? (Pick a day and make it real!)

When writing down your short-term and long-term business goals, be sure that they align with your creative passion and life purpose. After all, we're trying to do what we love and change the world at the same time.

Step 4.5: Preparation

“Victory is the child of preparation and determination.”
- Sean Hampton

After answering the previous planning questions, now's the time to prepare. Preparation deserves “half-a-step” to itself because we're finished writing our plan and we're now ready to take action!

Preparation here means setting up all the necessary tools, systems, employees, and partners you need for your business.

Your tools and systems are the things you need to get your business up and running. Some examples include a website, a blog, social media accounts, a store, legal documents, apps, MailChimp, Google Analytics, and so on.

Once you have your tools and systems set up, be sure to test them and check that they're working correctly by the time you launch.

Before launching my online web design business, I needed a website with a blog, various social media accounts, and a MailChimp account for email lists. I also set up a system to communicate with my clients when working with them.

My business began as a one-woman show so I didn't need to hire any employees or find a partner to work with. But if your business isn't just you doing the work, now's the time to hire fellow employees and get the team together.

When you've planned and prepared everything as best as you can before your business launches, there is less room for error and things will be easier for you in the long run.

Finally, let everyone, including your audience, know when you're launching.

Tell them the day you're launching your business and get them hyped up for it. And by the time you launch, they'll be prepared, much like you are!

Step 5: Launch

“The time between having an idea and its public launch is measured in days not months, weeks not years.”

- Tim Bray

Here comes the day you launch your business to the public!

Launch your business—open your store, start taking in clients, and release your product to the world.

Congratulations! Your business is now operating, and you have successfully turned your creative passion into the purpose-driven business of your dreams.

From Launch Day forward, keep up the momentum and continue to create and sell to achieve your creative passion and life purpose.

You are now a business owner who gets to make a living doing what you love and doing whatever you want, whenever you want. Keep it up, stick to the goals you’ve set for yourself, and you’ll be achieving your life purpose in no time.

What's next?

“Press forward. Do not stop, do not linger in your journey, but strive for the mark set before you.”

- George Whitefield

So you turned your creative passion into a purpose-driven business. You figured out your business idea and audience, connected with your people, planned and prepared everything, and finally launched your business.

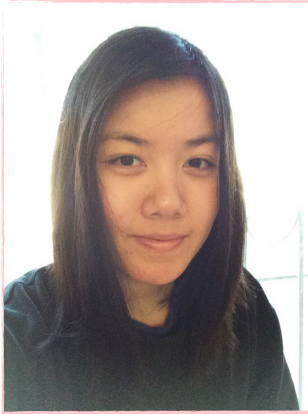
And now you continue.

- Continue listening to your audience and giving them what they want and need.
- Continue reaching the goals you set for yourself.
- Continue doing the creative passion you love to achieve your life's purpose.

Always remember why you wanted to start your business in the first place. Your desire for freedom, creativity, and world change will only continue to motivate you towards personal success and a better world.

Cheers and best of luck to you!

About Mandy and Look! A Dandelion



Hi! I'm Mandy and I'm a web designer for openhearted creatives, entrepreneurs, and small business owners who want to do what they love for a living.

I make website so others won't have to (and because I just really like designing websites).

I also like to write and I have a motivational blog to help you continue doing what you love. You can read more of my stuff [here](#).

Look! A Dandelion

Look! A Dandelion is the name that I work under. At Look! A Dandelion, I specialize in creating WordPress and Webflow sites for openhearted creatives.

You can visit my site here at lookadandelion.com.

See you on the other side!