

# Hobby2Business

Turn you Passion into Profit



MAKING MONEY FROM YOUR HOBBY  
GETTING STARTED GUIDE



## Introduction

So, if you're reading this it means you've made the big decision, yes **that** decision, the one where you have decided not to sit on your bum and dream about all the things you want to do or have in life, the one where you are going to take charge of where you are heading, prioritise what's important and be the master of your own destiny.

It all sounds very romantic and dreamy when you say it like that but make no mistake that is the decision you have made! With our help, you are going to learn everything you need to know to take advantage of opportunities in life that you did not even know existed and more so were sitting right in front of you the whole time. It's all about lifestyle design, changing what you need to so your lifestyle is what you want it to be, and a simple concept that will change your whole life for the better.

By the time we're done your whole attitude will change and be oriented around being positive, identifying and taking opportunities and getting outcomes that give you the things in life you always wanted.

With the help of HobbyzBusiness you can do something as simple as make your hobby pay for itself, or you can also use it to not only pay for your hobby but make you some money on the side, think about it, how good would it be to be able to make money in your spare time? How good would it be to have a couple of hundred dollars a week extra on top of what you earn at work coming in, all for doing something you love and would have been doing anyway regardless of if you were getting paid.

Better than that again how would you like to do what you love full time and get paid better than you could ever have imagined doing it? Freeing up time to spend more time with family and friends? Buying that boat, car or house you always wanted? Taking the family on that holiday you always thought you could never afford? It's all there waiting for you, all you have to do is put in a little bit of effort!

The thing everyone needs to understand about the hobby market is that it is the biggest untapped market bar none worldwide! Think about anyone you know that has a hobby or passion of any variety, breeding animals, fitness, coin or stamp collecting, gardening, food/cooking, electronics, technology..... the hobby is irrelevant, the outcome is always the same. Out of what people spend their income

on every week the number one is pay the bills, number two is family costs, takeaway, kids sport whatever. The next thing they spend money on is their hobbies. It happens in households all over the world every single day, like I said before, the biggest untapped market in the world bar none!

You can guarantee that if you spend money on your hobby then there are millions of other people out there doing exactly the same thing.

So why can't you tap into that market????? The short answer there is absolutely no reason why you can't! The biggest problem is knowing how to start and how to harness it and make it your income stream. That's where Hobby2Business comes into the equation. We provide you with the resources, skills and ongoing training that you will require to make it happen and not only achieve your success but maintain it long into the future!

Before we get on to the basic steps below here is some food for thought if you thought that what we are talking about couldn't be done, here are a list of nine world famous companies that all started in someone's garage:

1. Apple
2. Hewlett-Packard
3. Amazon
4. Google
5. The Walt Disney Co.
6. Mattel (toys)
7. Harley Davidson
8. Lotus Cars
9. Maglite

While we're at it here is a list of Fortune 500 companies that all started with next to nothing exactly as you are now:

1. Molson Coors
2. Nordstrom

3. Dell
4. Electronic Data Systems
5. Wrigley
6. Starbucks
7. EBay Media

So as you can see all of these well-known world brands started from a good idea, a pinch of passion and a bit of hard work.

Let's get started.....

#### **STEP 1: IDENTIFY YOUR MARKET FIRST NOT YOUR PRODUCT.**

Firstly you can't get caught thinking about a single product, don't limit yourself. What is the market you are in? Always keep that in mind. You have to understand the market you are in before you can do anything else.

#### **STEP 2: UNDERSTAND YOUR PRODUCT**

Now you need to understand your product; who will want it? What needs does it satisfy in the market? What is it worth to you? And what it is worth to your customer?

#### **STEP 3: PLAN WITH THE END IN MIND.**

When you start planning how your idea will work always start with the end in mind and work back from there. This will also work with time lines etc. for what you have to have done. A very simple but effective technique that will keep you on target

#### **STEP 4: WHEN PLANNING ALWAYS OVER ESTIMATE EXPENSES AND UNDER ESTIMATE INCOME**

Basically round up when working out an expense and round down when you are working out an income. This technique will build a bit of fat into everything you do that will give you some much needed leeway.

## STEP 5: GET AN UNDERSTANDING OF MARKETING

You need to understand some basic concepts about marketing if you are going to get your product or service out there to the big wide world. Fortunately with Hobby2Business you have come to the right place this is a large area we will focus on. Done right marketing is highly effective and almost no cost. Don't get caught thinking you have to spend big dollars advertising. We will teach you how to get out there on the cheap with the same results as a big budget marketing campaign.

## STEP 6: GET A BUSINESS COACH

Tick that box off as done!! In coming to H2B you have done just that, most successful people in whatever they do have had a coach or mentor that can keep them on the direct path and teach them the things they need to know without making the costly mistakes along the way. Here's a tip, you don't need to know everything, you just need to know who to ask if you don't know something, and that's exactly what we will do for you. You will be able to tap into the combined knowledge of Hobby2Businesses from two people who have done multiple times what you are wanting to do.

## STEP 6: MEASURE EVERYTHING

First you need to know what your total costs are. Don't be stingy here remember the rule about always over estimating your costs. Then you need to understand what the market will pay to make sure there is some profit in it for you.

## STEP 7: ALWAYS FIND NEW WAYS TO KEEP COSTS LOW

Do some research, can you do what you are doing now but cheaper with sacrificing quality? Sometimes you can't but the exercise needs to be done and you might just surprise yourself.

## STEP 8: LEARN EVERY DAY

Learn something every day about your product and market, make 15 minutes a day to do some Google searching or read a book or publication about Marketing, people,

technology it doesn't matter specifically what you learn about but you must learn every day.

Learn more about what you are doing, the more you learn about what you are doing the better you will be, the more ideas you will have and the more innovative and cutting edge you will be and in turn your business.

You've now got a basis to move into all of other aspects of Hobby2Business that will create the success you have always wanted!

Dreams are only goals without steps put in place to achieve them, now with H2B working with you all of your dreams have become goals that we will help you achieve.

Now let's get started and *turn your passion into profit!!!!*