



# PASSION TO PRACTICE

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## Identifying Your Passion

Passions don't always come naturally. We all have hobbies or tasks that we enjoy, but it's not always easy to differentiate between casual time-passers and passions. The other monster is making that passion practical and useful to the outside world. I have a unique story of how I found my love for writing, and transformed that hobby into a true passion for media and eventually Soul Culture the brand.



## Pitching Your Passion to Family, Friends + Fans

Whether you like it or not, we all have to pitch our passions to family, friends and fans. Even as a one-woman team, I need at least one or two supporters in my corner of the boxing ring to keep the creativity afloat. The categorization of family, friends and fans is purposeful! At many points in my journey, I underestimated the skepticism of family and friends while pursuing my passion. Oftentimes, these two groups are separate from the fans category. It's difficult to come to terms with this, but that's where the real pitching comes in!



## The Power of Relationship Building

*\*Sigh\* Another conversation about networking...* This isn't that! As your token introverted extrovert, I understand the difficulty of socializing for the sake of meeting new people. It's tough, but *well worth it*. My favorite interviews and projects have one thing in common - well-developed relationships, even friendships, with those that were involved. Within this segment, I'll touch on how you can naturally and authentically get to know stakeholders in your passion's industry, and then celebrate your wins together.

