

FIVE TOOLS
TO TEST
Your Passion



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TOOL #1:
The Passion-Opportunity Matrix

Fill out the Passion-Opportunity Matrix to highlight the passions – and the opportunities – that are worth pursuing in a monetary fashion.

Options	My Passion(s)	My Skills	Problem in the Marketplace	Opportunity
Option 1				
Option 2				
Option 3				
Option 4				
Option 5				

Here's an example of what this might look like:

Fatima's Passion-Opportunity Matrix

Options	My Passion(s)	My Skills	Problem in the Marketplace	Opportunity
Option 1	Hiking + Training	Preparing for a hike (training + supplies). Finding + exploring unique locations.	There's a large interest in exploring the outdoors. Many are ill prepared and don't know where the great hikes are. Lack of time to prepare/research.	Create preparation plans, and lead group adventure hikes, in unique locations with busy executives.
Option 2	Cooking + nutrition.	Making healthy meals that taste good.	Eating healthy can suck.	Make meals that are good for you that taste good too (for those health enthusiasts who hate to cook).
Option 3	Traveling the world.	Finding inexpensive accommodation and "real world" experiences	Expensive travel. Inauthentic connections.	Create a marketplace for affordable, unique experiences.
Option 4	Spending quality time with family.	Scheduling, prioritization, communication, and boundary setting.	Difficulty setting boundaries. Guilt for putting needs first. Doing "everything" at the same time.	Group coaching to empower new mom's to set boundaries for work, family, and self-care.
Option 5	Reading and writing.	Making thorough notes. Aggregating knowledge from various industries.	Lack of time to create parallels. Black and white thinking. Little understanding of scientific research.	Bring together seemingly competing information from various experts. Share through short 5-minute video clips.

TOOL #2:

Market-Viability Litmus Test

All successful, profit-generating health & fitness businesses are comprised of three things:

- 1. A product or service**
- 2. People who are willing to pay for it**
- 3. A way to get paid**

So, a very quick test you can do to check the viability of your passion-based business is to turn the above criteria into questions and ask yourself:

- 1. Does my idea/business have an obvious product or service?**
- 2. Do I know people who are willing to buy it? If not, do I know where to find them?**
- 3. Do I have a way to get paid?**

If you answered “no” to any of the above questions, go back to the drawing board. Because, quite simply, you don't have a business.

If you answered “yes” to each question, proceed to the next tool.

TOOL #3:

The Reality Check Checklist

After you've used the above questions to check if there's the potential for a viable business model, the next step is to:

- 1. Ask yourself a series of questions (to see if you even want to pursue your passion as a business), and**
- 2. Ask the “market” a series of questions (to see if you can make enough money to live).**

We put together a Reality Check Checklist on the next page to help you do just that.

REALITY CHECK CHECKLIST

Questions to ask myself:

Yes

No

Would I enjoy pursuing my passion for at least 20 hours per week?

Do I love teaching people about my passion?

Do I enjoy the nitty-gritty details of my passion?

If I had to do a lot of administrative work related to my passion, would I still enjoy it?

Questions to explore in the market:

Yes

No

Have people asked me for my help in this area?

Have people offered to pay me to support them in this realm?

Are there enough people who are willing to pay for my expertise?

Are there other people offering similar services in a different way than I would?

TOOL #4:

The Business-Opportunity Score Card

1. For each potential option you're looking to pursue, rank it on a scale from 1-5 (low to high).
2. Then, add the totals for each option in the "total" column.
3. Looking at your total column, rank each of your options, with your highest score receiving first place, and your lowest score receiving last place.

Options	Impact	Effort	Profitability	Purpose	Unique Abilities	Values	Total	Rank
Option 1								
Option 2								
Option 3								
Option 4								
Option 5								

TOOL #5:

Lean Canvas for Health and Fitness Professionals

The next step is to test your idea – and your assumptions – in the real world, and gather key information about your:

- **Customers** (who they are + the problems they're really trying to solve),
- **Offering** (how you can solve your clients top 3 problems),
- **Channels** (and what you'll do to reach more customers),
- **Existing solutions + competitors** (and how you'll stand out from the crowd),
- **Key metrics** (and how you'll know if you're succeeding or not),
- **Cost structure** (so you'll know what you need to charge), and
- **Revenue streams** (how you'll bring in money and manage your cash flow).

The best way to do this is by filling out a **Lean Canvas**, or a one-page business plan, for your passion-based business. **We've included a blank Lean Canvas and an example Lean Canvas in the pages below.**

While the Lean Canvas is beyond the scope of this article, you can **[download a FREE Lean Canvas Workbook for Health & Fitness Pros here.](#)**

In it, you'll find a step-by-step process that will show you exactly what you need to do to map out your business and take action, with confidence.

TITLE: _____

<p> CUSTOMER SEGMENTS List your target customers and users</p> <p>EARLY ADOPTERS: List the characteristics of your ideal customer</p>	<p> PROBLEM List your customer's top 3 problems</p> <p>EXISTING ALTERNATIVES: List how these problems are solved today</p>	<p> SOLUTION Outline a possible solution for each problem</p> <p>UNIQUE VALUE PROPOSITION: Single, clear, compelling message that turns an unaware visitor into an interested prospect</p> <p>HIGH LEVEL CONCEPT: List your X for Y analogy (i.e. Youtube = Flickr for videos)</p>	<p> REVENUE STREAM List your sources of revenue</p> <p>CHANNELS List your path to customers</p> <p>EARLY STAGE:</p> <p>LATER STAGE:</p>
<p> KEY METRICS List the key numbers that tell you how your business is doing</p> <p>KEY ACTION:</p> <p>SUCCESS METRIC:</p>			
<p> COST STRUCTURE List your key costs</p> <p>FIXED COST(S):</p> <p>VARIABLE COST(S):</p> <p>BREAKEVEN:</p> <p>NUMBER OF CUSTOMERS TO HIT SUCCESS METRIC:</p>			<p> UNFAIR ADVANTAGE Something that cannot be easily copied or bought</p>

An example of a “finalized” Lean Canvas

Check out [this article](#) on the Lean Canvas and grab your [FREE workbook](#).

TITLE: **Mom Boss Training Inc.**

<p> CUSTOMER SEGMENTS List your target customers and users</p> <ul style="list-style-type: none"> - New moms (pre- and post-natal) - Moms with recently more independent kids (e.g. started kindergarten, got drivers license, went to college) - Newly divorced moms <p>EARLY ADOPTERS: List the characteristics of your ideal customer</p> <p><i>Moms who are going through big transitions that challenge their sense of self and feel anxious/stressed as a result.</i></p>	<p> PROBLEM List your customer’s top 3 problems</p> <ul style="list-style-type: none"> - Want to manage weight/get in shape - Low self-confidence/sense of self/boundaries - Little time available to make a change <p>EXISTING ALTERNATIVES: List how these problems are solved today</p> <ul style="list-style-type: none"> - Exercise groups (classes, run clubs, yoga) - Support groups (mom groups, counselling) - Diet programs (Weight Watchers, macro counting) 	<p> SOLUTION Outline a possible solution for each problem</p> <ul style="list-style-type: none"> - Quarterly cohort-based behavior change programs with individualized focus (connection + customization) - Monthly guest speakers (counsellors + communication experts) to teach communication and boundary setting - Quick workouts + meal ideas to do at home <p>UNIQUE VALUE PROPOSITION: Single, clear, compelling message that turns an unaware visitor into an interested prospect</p> <p><i>Get active, eat better, and enhance your confidence in 90 days (or it’s free!)</i></p> <p>HIGH LEVEL CONCEPT: List your X for Y analogy (i.e. Youtube = Flickr for videos)</p> <ul style="list-style-type: none"> - We help busy moms experiencing big life changes make their self-care non-negotiable, so they can build confidence and finally make time for themselves - It’s like executive training for moms who want to champion their lives, their health, and their families 	<p> REVENUE STREAM List your sources of revenue</p> <p><i>3 month program = \$349 USD/month or upfront payment of \$735 USD</i></p> <p>CHANNELS List your path to customers</p> <p>EARLY STAGE:</p> <ul style="list-style-type: none"> - Make a list of 1 degree contacts - Ask for introductions - Social media - Contact other practitioners to build referral network (e.g. pelvic floor physiotherapists, OBGYNs, doulas, midwives, etc.) - Establish partnerships with gyms who don’t have this specialization <p>LATER STAGE:</p> <ul style="list-style-type: none"> - Sponsor events (breast cancer awareness runs) - Content marketing - Sales team - Advertising - Referrals
<p> KEY METRICS List the key numbers that tell you how your business is doing</p> <p>KEY ACTION: <i>Women referring their friends (shows satisfaction with program + results)</i></p> <p>SUCCESS METRIC: <i>Build a \$200,000/year business</i></p>		<p> COST STRUCTURE List your key costs</p> <p>FIXED COST(S): <i>Salaries (\$110k/yr) + Design/Marketing (\$3k/yr) + Guest Speakers (\$2.4k/yr) + Accountant (\$2k/yr) + Legal Fees (\$1.5k/yr) + Training Software (\$1.5k/yr) + Office Supplies (\$500/yr) + Social Media Scheduling Software (\$360/yr) + Bookkeeping Software (\$360/yr) + Website Hosting (\$300/yr) = \$121,920/yr</i></p> <p>VARIABLE COST(S): <i>Transaction fees ((2.9% + \$0.30) / transaction) = (((\$735 x 2.9%) + \$0.30) = \$21.62/client package</i></p> <p>BREAKEVEN: <i>(\$121,920 / (\$735 - \$21.62)) = 171 training packages</i></p> <p>NUMBER OF CUSTOMERS TO HIT SUCCESS METRIC: <i>\$200k / \$735 = 272.1 = 273 training packages</i></p> <p> UNFAIR ADVANTAGE Something that cannot be easily copied or bought</p> <ul style="list-style-type: none"> - Feedback oriented, “one better” culture - Known for establishing world-class communities where strangers become friends and friends feel like family - Education + growing credentials - Able to connect with top 1% in the field to make top-knotch programs 	

Building A Passion-Based Business Isn't Always A Smooth Process.

The entrepreneurial journey is filled with highs and lows.

But there are steps you can take to make it easier.

If you want to build a business you love, faster, you must also...

- **Know your unique abilities** — applying them is one of the only ways to increase your chances of success.
- **Understand *how* you work** — it will help you operate in a way that's more natural for you, while giving you the opportunity to gain support around your blindspots.
- **Know what people are willing to pay you for** — testing your assumptions, and prototyping your career, is one of the best ways to ensure you're on the right path.

To help you figure all this out, we've created a special career coaching program:

The Career Blueprint:

10 weeks to discovering your perfect career path and going “all in” with confidence.

courses.changemakeracademy.com/pages/the-career-blueprint-sneak-peek

Building A Passion-Based Business Isn't Always A Smooth Process.

If you'd like to **have confidence in your career path** and **do the work you're meant to do, with the people you're meant to work with, in a way that brings out your best...**

...then this course is for you.

In just 10 weeks, we'll help you create a clear path to do work that:

- **Makes the most of your unique abilities,**
- **Is in line with what matters most to you,** and
- **Empowers you to fulfill your ultimate purpose.**

And you'll do this with **direct support from your instructors** and with other **ambitious health and fitness pros around the world.**

Be The First In Line

Spots are first-come, first-served and, last time we offered the course, it sold out very quickly.

So, for your chance to...

- learn more about the program today,
- see if it could be a good fit for you,
- get access 24 hours before everyone else,

...join our free **Presale list.**

By doing so, again, you'll learn more about the program plus get early VIP access, which is a big benefit as our last cohort sold out very quickly.

The Career Blueprint: Learn More + Get Early Access:

<https://courses.changemakeracademy.com/pages/the-career-blueprint-sneak-peek>



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