

# Finding Balance as an Entrepren'eer: Merging Passion and Career

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Balancing a career with personal passions can be challenging, but it's possible to create a fulfilling and financially rewarding path by merging the two. Many people believe they must choose between doing what they love and making a living, but this isn't true. You can find harmony by becoming what I call an "entrepren'eer"—someone who integrates their passions into their professional life.

## Steps to Becoming an Entrepren'eer

Here are some insights to help you find your own balance:

- 1. Identify Your Passion:** Reflect on activities that make time fly for you. What is it about these activities that brings you fulfillment? What values do they satisfy? Understanding what drives you is the first step toward integrating passion into your career.
- 2. Explore Different Avenues:** Think about other ways to create the feelings of fulfillment that you get from pursuing your passions. Is there a market demand for any of these activities? Could they be turned into a business or fit within an existing one? Identifying opportunities like this is crucial to successfully bridging your passion and profession.
- 3. Develop Essential Skills:** Determine the skills you have already as well as those you'll need to learn or brush up on in order to market yourself in your chosen passion-driven arena. Whether it's business acumen, networking, or specific technical skills, continuous learning and development are key to success.
- 4. Financial Planning:** Assess how much revenue you need to generate to make your plan sustainable, and the investment required to achieve this. Be realistic about what you are willing to sacrifice to reach your goals. (Can you give up the annual trip to Florida for a while if you need to?) Balancing financial stability with passion-driven work is essential.
- 5. Consider Your Risk Tolerance:** If you're risk-averse and the cost of starting a business is high, consider incorporating your passion as a vocation working for someone else instead. This approach can provide stability while still allowing you to engage in meaningful work.
- 6. Know Your Audience:** Identify who values your work and integrate this knowledge into your business plan or career path. For example, teaching local job seekers for a nonprofit can align with a love for coaching, learning, and making a positive impact, without the risks of running a private practice where you'd also have to handle additional tasks, which can be costly in terms of time and money, such as marketing and administrative, or pay someone else to do them for you.

## Embracing the Entrepren'eer Mindset

Being an entrepren'eer means finding innovative ways to merge what you love with your career. It involves thoughtful self-reflection, strategic planning, and continuous learning. By asking the right

questions and exploring various avenues, you can create a fulfilling career that aligns with your passions and meets your financial needs.

## Additional Resources

Looking to explore more about being an entrepreneur or entrepreneurship in general? Check out this list of upcoming Rochester Works workshops we'd suggest:

- Being Your Own Boss - Thursday, June 06, 2024, 10:00am-12:00pm  
Register Here: <https://byb66.eventbrite.com>
- Networking When Starting a Business - Wednesday, June 12, 2024, 09:00am-10:30am  
Register Here: <https://sb612.eventbrite.com>
- LEAP Successfully into Self-Employment: Strategy Group - Thursday, June 13, 2024, 11:00am-12:00pm  
Register Here: <https://leaps2.eventbrite.com>
- Leveraging Transferable Skills - Monday, June 17, 2024, 01:00pm-03:00pm  
Register Here: <https://ts617.eventbrite.com>
- LEAP Successfully into Self-Employment: Strategy Group - Thursday, June 27, 2024, 11:00am-12:00pm  
Register Here: <https://leaps4.eventbrite.com>