

In Episode #1 of Spark+Victory Podcast www.sparkandvictory.com/1 Gina shares an exercise that helped her identify her passion, which became a new business direction for her. Whether you want to zero in on how to make your business shine, or are looking for something new, this is a fun way to explore what really lights your fire.

As Gina mentioned, this does not have to relate to work, or business, at all. Don't limit your thinking around what's viable, makes good money, what other people might find valuable, etc.

Free association can feel hard to get started. Begin with easy stuff, like what you love *doing at night, on weekends, places you love to visit, people you love to be with...* about one minute into your writing you'll start tapping into your subconscious, which is when this really gets good.

GRAB PAPER AND A PEN, THEN SET A TIMER FOR 5 MINUTES. THIS HELPS YOUR BRAIN RELAX. READY? GO!

What do you love doing?

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List made. What's next?

Begin reviewing by noticing how you feel as you read over the list of things you love to do. The energetic vibration in your body is a key indicator of being "onto something."

Here's the question, how do you MOST want to feel? (Energized, Confident, Calm, Connected?)

1

2

3

Circle all the activities in your list that specifically generate those feelings.

If possible, put each circled activity into one of these categories.

HEALTH

WEALTH

RELATIONSHIPS

The categories above are viable business niches, because they have large communities of people who want help solving problems. If you've gotten this far, you may already see some strong patterns emerging between what you love to do and how you could be of service for people.

Remember: Your purpose doesn't need to be altruistic right now - your focus is on creating a life that feels the way you want it to. When you are aligned with what you value most, you will create value for others and magnetize people to you.

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