

Where to begin when monetizing your amazing Hobby

# HOBBY TO MARKET

Let's Build Our Circle of Influence!

# WHAT IS YOUR HOBBY?

Let's define our product!

What do I make / what is my service?

In what ways do I know people use this product or service?

What are others doing to sell/monetize a similar P/S?

what are ways that I have seen that I want to try?

**Tip:** Ask AI or Semrush (FREE up until a certain number of queries per day) about competitive analysis!

# HOW DO I COMMUNICATE WHAT I LOVE TO DO?

- 1 Talking to people in person or at events or social gatherings
- 2 My social media platform or youtube with video or pictures
- 3 Through a blog or through articles or written form
- 4 I don't know how to talk about what I do, because It's private and it's too vulnerable to discuss publicly.

Choosing an avenue of communication  
that feels good

Show up  
authentically &  
consistently

**Building & Monetizing  
your business will always  
be a FUN experiment and  
not "work"**

# CIRCLE OF INFLUENCE



**Let's create our own!!!** Spend 60 seconds identifying at least 3-5 people or brands that represent these categories!

# BUILDING RELATIONSHIPS

1

**Start identifying what makes this person ideal for your circle of influence:** maybe their vibe, their ethics, their stances on life, how do you want to support them or feel supported by them

2

**Find a platform that works best for you:** Display your work either physically (somewhere or with you when you are out) or digitally through image, photo or article!

3

**Where are they showing up to find products or services like you want to serve:** Where can you go to meet people and have conversations in their neck of the woods.

4

**Listen, learn, love:** These people are people too, so listen to them and BUILD a relationship that feeds the both of you! What are THEY looking for how can YOU fill their cup or feed their goals!

5

**Experimentation and boundaries:** Remember this should be fun! If you find these practices draining, take a beat and pour back into yourself - what or WHO drains you and re-establish the terms of that relationship or that task that isn't aligned

# Create Converting Conversations



Circle	Conversation starters / Engaging ways to connect!	Goals
Family & Friends	Love to hear about you personally, your personal growth, and more intimate details of your life in addition to where you see growth in a business going!	Support, love, #1 fans!!!
Hobbies & Interests	What interests you beyond your business and hobby that you want to consume content on or fill your life with? travel, eating, true-crime, DIY, etc..	Showing up daily for funsies
Inspiring Voices	Questions related to your goals or create content inspired by their content or voice - maybe using quotes or sounds from that brand/person	keep dreaming & stay positive!!!
Potential or Existing Customers / Industry Adjacent	What goals do they have (related to a product or service for)? What interests them in xyz? This person will change and develop over time, start at point A! / Talk with them about the goals you see for your shared clientele and how you can work together as strategic marketers (real estate and residential contractors). Ask them what their goals are, and how they get clients too (maybe you find other opportunities)	Talking about your product!! / Referrals & lifelong friends
Industry Homies	Want to hear about your craft or hacks related to your craft that they find interesting! Talk about common interests and relatable content	Great for building authority

# MAKE A STRONGER IMPACT BY:

**CREATING YOUR CIRCLE OF INFLUENCE IN A FOLLOWER BASE EITHER THROUGH:**

**WRITTEN: BLOG, ARTICLES, OR EMAIL NEWSLETTER**



**VIDEO: TIKTOK, INSTGRAM, YOUTUBE, PINTEREST**

**IMAGERY: INSTAGRAM, PINTEREST, IMAGE BOARDS OR SITES WHERE PEOPLE CAN LICENSE YOUR CONTENT**

**CROSS MIX MEDIA**

**TURN SPOKEN MEDIA TO WRITTEN FORM, VIDEO TO PICTURES, IMAGES TO VIDEO, ETC.**



**REMEMBER: EVERYONE STARTS WITH THE FIRST PIECE OF PUBLISHED CONTENT, IT IS NEVER PERFECT, AND DON'T COMPARE YOUR BEGINNING TO SOMEONE ELSE'S MIDDLE!**

# LET'S TALK!

What questions do you have?

WANT TO CONNECT?



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