

A FLAWED BUSINESS IDEA

Here is another business idea that I think is flawed, "Pursue a business that supports your passion." Over time I have seen that passion can change. Who amongst us is doing today what we were passionate about 10 to 20 years ago? Very few. Often passion is overridden by need. When your passion cannot feed you, you change your passion to what will provide for you. Business should be about your purpose and, to me, your purpose is defined by what God has given - the things you already have. Because people choose to pursue their passion, they often waste the many things they already possess. It is cheaper to do business with what you have than what you want. All you have to do is to "want" what you have. Therefore, business is not about your passion, it is about your purpose! And our purpose should be defined by the talents and possessions God has entrusted to you.

14 "For it is just like a man about to go on a journey, who called his own slaves and entrusted his possessions to them. 15 "To one he gave five talents, to another, two, and to another, one, each according to his own ability; and he went on his journey. Matthew 25:14–15