

3 Simple Ways to Turn Your Hobby Into a Business

By Obinna Morton

What does it take to turn a hobby into a business? For many, the very idea can be daunting. Yet just as any journey begins with a single step, so too does the union between personal and professional fulfillment.

Here are three simple ways to begin to pursue your hobby professionally:

1. Educate yourself. Learn as much as you can about your particular field. Subscribe to trade publications, check out books from the local library, and read blogs. Not only are you expanding your knowledge base within your field, but by planting these “research seeds” early on, you give yourself an edge. Who knows what you will learn that will allow you to enhance the product or service that you offer and separate yourself from a competitor. Lay a strong foundation for the transition from hobby to business by first being knowledgeable about your field.

2. Contact your local business development organization. The website of the Small Business Administration (sba.gov) is a great place to start. With at least one district office in every state and the District of Columbia too, this government agency provides support to small business owners and entrepreneurs. It offers tips on topics such as crafting business plans, securing loans, choosing a business structure, filing taxes, and contracting programs for women-owned small businesses. Also, doing a simple Google search will yield a surprising number of results.

3. Surround yourself with like-minded entrepreneurs. Does a meet-up group exist specifically geared toward your hobby, or more broadly, toward entrepreneurs in the early phase of their business? Meetup.com is a great place to find individuals with common business interests in particular cities. From Startup Grind in Charleston to SmartSuccess Business Network of Seattle, networking groups exist everywhere. Also, local chambers of commerce also have networking events with local businesses that have established themselves in their communities.

This list is by no means exhaustive. Every business must chart its own path, as guided by the entrepreneur at its helm. What this list does provide is a starting point for any individual who is interested in doing more with his or her hobby and wants to pursue it professionally. Use these tips to take the first steps towards turning your hobby into a business to call your own.