

TURNING YOUR PASSION INTO PROFIT
10 KEY POINTS
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Founder & CEO, STC Consulting

Senior Financial Executive and Speaker with +30 years of experience in Business & Financial Management in the global logistics and banking industry.

- Bachelor's in Business Administration with an emphasis in Management, *Universidad Catolica de Guayaquil - Ecuador (1995)*
- Master in International Business, *University of St. Thomas (2002)*
- Certificate of Organizational Leadership, *Rice University (2007)*
- Recipient of multiple recognitions:
 - “Trailblazer of the year award, 2020” at the “4th Women to watch International”
 - “Emergent Entrepreneur, 2020” by “Solo Mujeres Magazine”
 - “Women on the Move, 2019 class” by Texas Executive Women
 - “Outstanding International Consultant, 2019” by HIDTC
- **Board Member:** Director at Large for non-profit “Texas Executive Women”,
- **Board Treasurer** for “International Entertainment Partnership” (IEP).
Finance Committee Chair for “Houston Entertainment Industry Task Force” (HEITF)
- **CFO** for non-profit: “Beautiful Purpose”





Solutions for Business Owners & Start-Ups

- Financial Management
- Financial Coaching & Training
- Business Consulting
- Bookkeeping Services

PROFIT + PRODUCTIVITY



Solutions for Corporations

- CFO On-Demand
- Controller On-Demand
- Financial Speaker

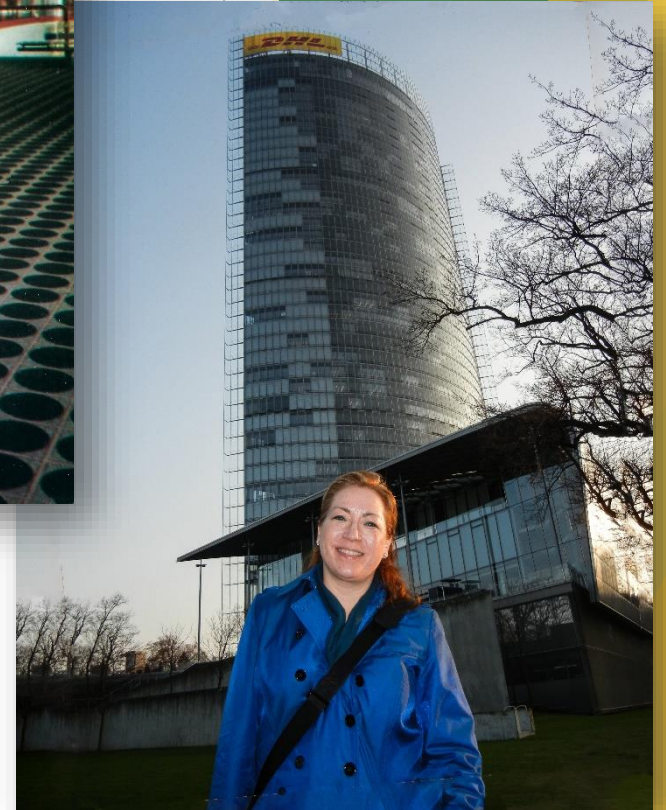
PROFIT + PRODUCTIVITY

TURNING YOUR PASSION INTO PROFIT

In this session you will learn about:

1. My Journey
2. Passion, Purpose & Profit
3. Dream Big, Start Small
4. The Money Talk
5. Follow Your Dreams

MEET SOLEDAD TANNER



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MEET STC CONSULTING



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Passion is energy.
Feel the power that
comes from focusing on
what excites you.

-Oprah Winfrey



LAREDO
COLLEGE
EST. 1947

1. PASSION, PURPOSE & PROFIT

- The truth is that everyone has a passion. You might not know it yet!
- Your purpose is to discover it.
- Many people don't believe that you can turn your passion into profit. You can!
- It takes planning, soul searching, and hard work.
- Starting any business requires effort and patience.
- Success doesn't happen overnight.





Dream **big**.
Start **small**.

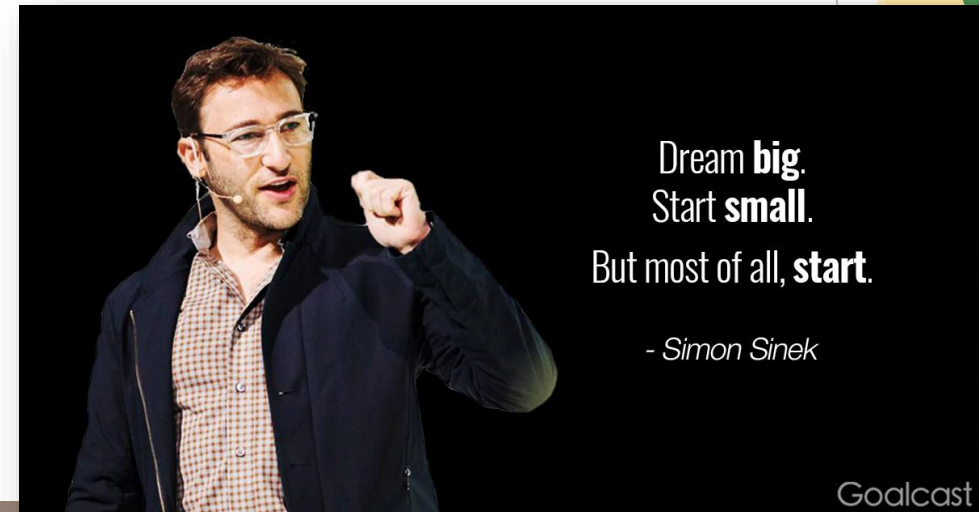
But most of all, **start**.

- *Simon Sinek*

Goalcast

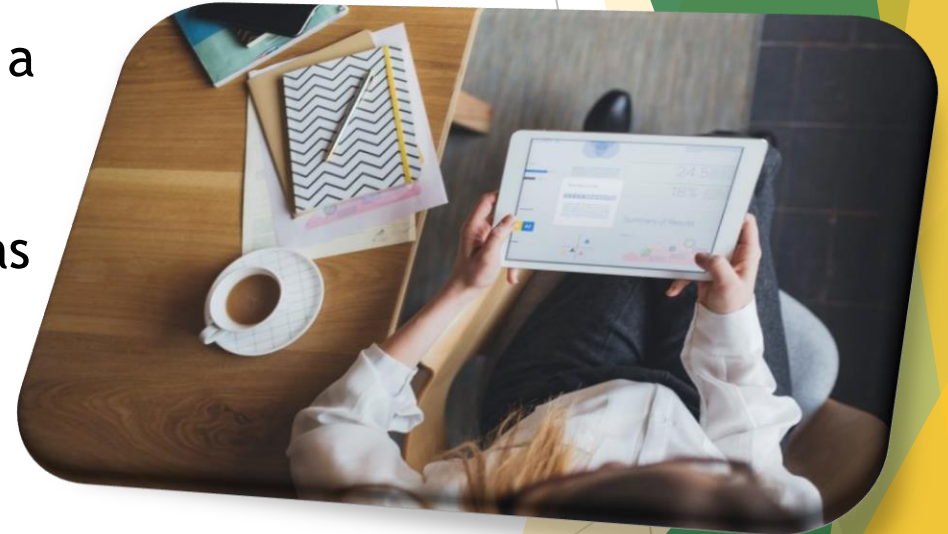
2. DREAM BIG & START SMALL

- Monetize your passion
- Your passion will take you to a better place.
- It might be better to take things one step at a time.
- Turn your passion into a career and you will have unlimited energy and motivation to build it and make it a success!
- Save up a couple of months worth of savings (personal and startup capital) to cover expenses before fully committing yourself.



3. KEEP YOUR DAY JOB

- Start your business while you still have your job.
- Your project should provide you with a sustainable, growing cash flow that is equal to at least 50% to 75% of your current salary.
- You shouldn't jump into anything without having a decent chance of success.
- Have at least six months to a year's worth of savings in the event your business doesn't grow as quickly as expected.
- Pay most of your personal debt prior to starting your business.



4. BIG GOALS & SMALL STEPS

- Imagine your broad vision, determine your big goals and be flexible.
- Keep steps small and achievable.
- Break your goals down into smaller steps & achieve them one by one.
- Plan and create a schedule.
- Develop a habit and focus on the process instead of the outcome.



5. FOCUS ON YOUR STRENGTHS

- Focus on your strengths and outsource the rest.
- Find other people to help them fill in the gaps.
- Develop your strengths and you will grow faster than when trying to improve upon your weaknesses.



6. PLAN FOR TOMORROW

- Envision what your business and society will look like years from now.
- How will you position your products and services?
- Start, build confidence and grow your customer base.



CONSTANTLY

think about how you could be doing

THINGS BETTER

Keep questioning yourself



Elon Musk Quotes via Gecko&Fly

7. CHECK OUT THE COMPETITION

- Keep an eye on the competition, but stay true to your mission, vision, and values.
- Analyzing the competition will give you priceless information on whether you are doing things right and how you can improve.
- Keep true to your own brand at all times. You are unique!!!
- Stay authentic. Build a loyal customer base who loves what you do and keep coming back for more.



8. WHAT PROBLEM ARE YOU SOLVING?

- A great idea is not enough to succeed: need vs. want.
- Problem & solution.
- Solution should be able to evolve and be relevant in the present & future.
- Determine the right price-point.
- Test it, start small, re-test it.



9. THE MONEY TALK

- Money, savings. How long will it last?
- Profit: Revenue, costs
- Budgets, forecasts
- Business plan
- Loans, cash flow
- Subject matter expert & finance, checking account & credit card
- Consultant, bookkeeping, CPA, QuickBooks online.



A black and white photograph of Richard Branson, the founder of Virgin, laughing heartily. He is wearing a dark leather jacket over a light-colored shirt. He is surrounded by a crowd of people, some of whom are also smiling. The background is slightly blurred, focusing attention on Branson. The image is framed by yellow vertical bars on the left and right sides.

“If you follow your dreams
and spend your life doing
what brings you joy, you are
more likely to find success”

Richard Branson



“When you believe in something, the force of your convictions will spark other people's interest and motivate them to help you achieve your goals. This is essential to success.”






- Richard Branson



Financial knowledge *Gives You Freedom*; Know your numbers!



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Thank you!
Q&A
Prizes