

Finding Your Passion, Making An Impact & Marketing

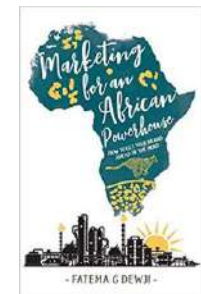
By Fatema Dewji

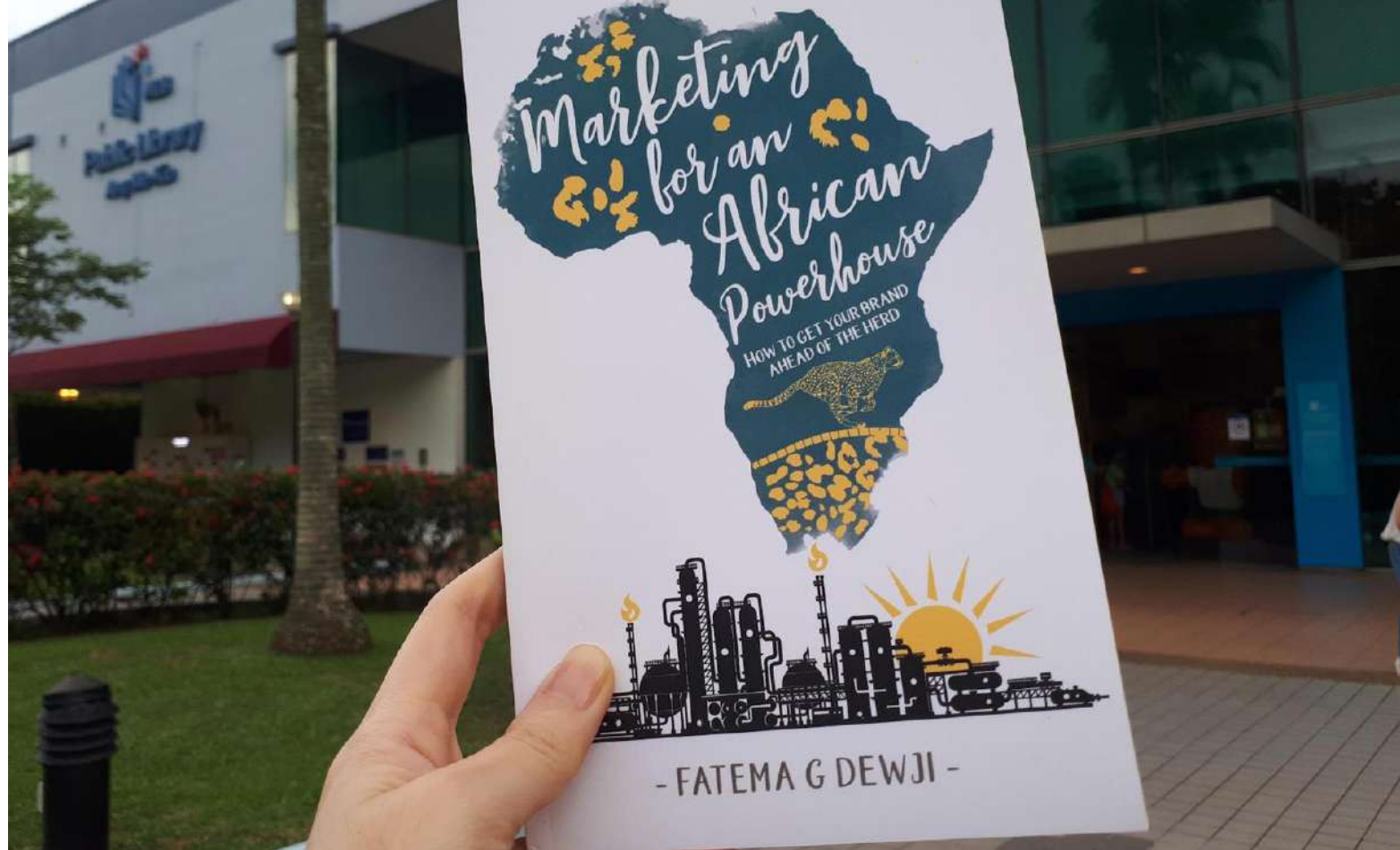


My Journey



Georgetown
University







How I Found My Passion?

- Self introspection
- Passionate about offering value through the creation of inspiring content
- The will to bring about a change
- Desire to empower

FATEMA DEWJI
EDUCATE | EMPOWER | INSPIRE



How Can You Find Your Passion?

**STEP
OUTSIDE
YOUR
COMFORT
ZONE**

Your
comfort
zone



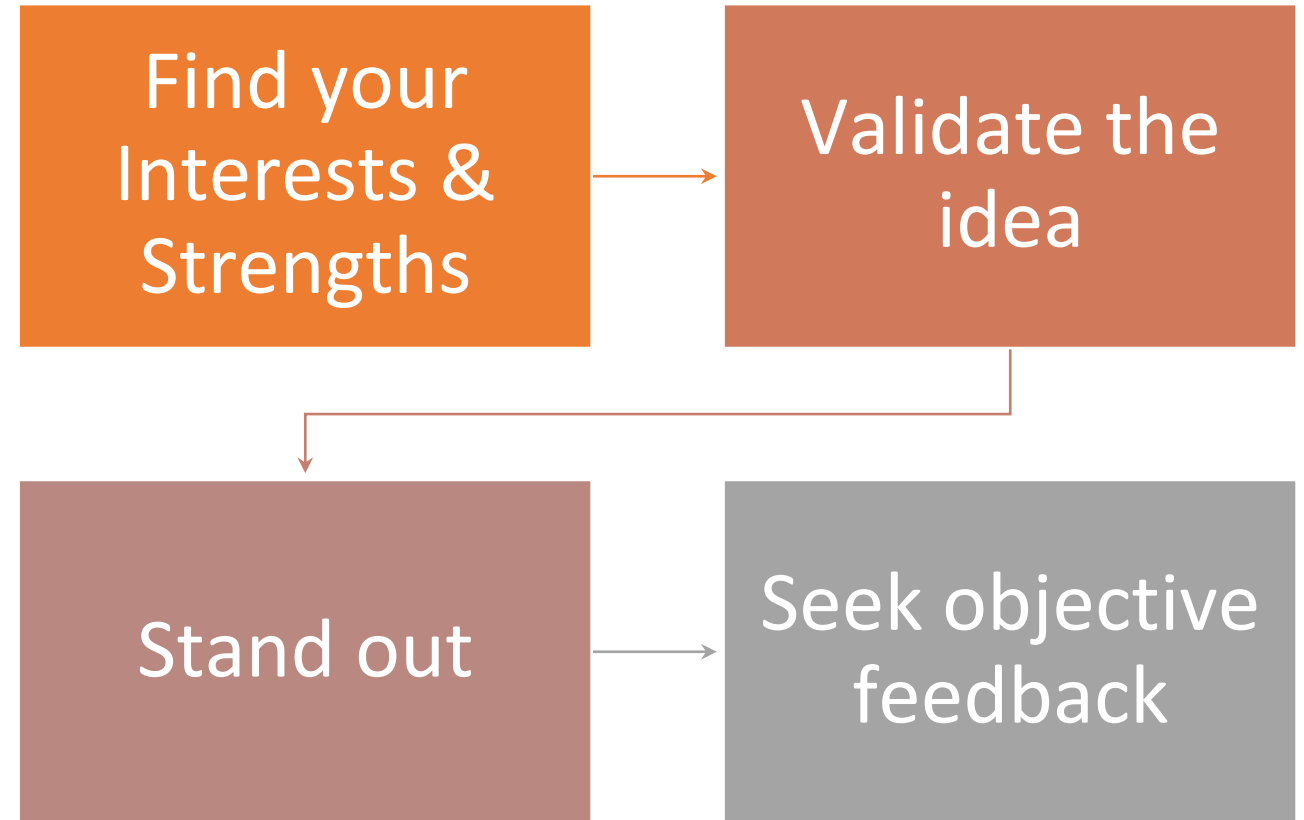
Where the
magic happens

- Find your talent
- Adapt soft skills
- Stop thinking about “What ifs?” and do what you feel brings you satisfaction
- Be inquisitive – try new things

Most valued soft skills



How To Incorporate Your Skills To Build A Side Hustle?



How Can I Make An Impact?



Identify your passion



Don't depend on other people to act



Pursue respect, not likeability

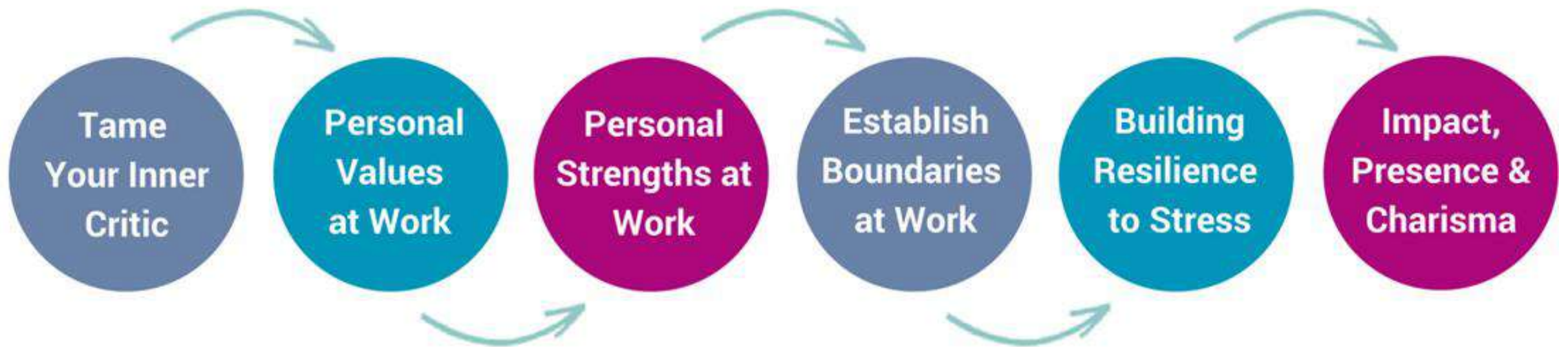


Rethink risk



Know what you want people to remember you by

Empower Yourself To Empower Others



What is Marketing?

PRODUCT



Procedures to ensure the products are ready for selling

PRICE



Set it at a level comparable to competitors

PROMOTION



Brochures, ads, and information to generate interest

PLACE



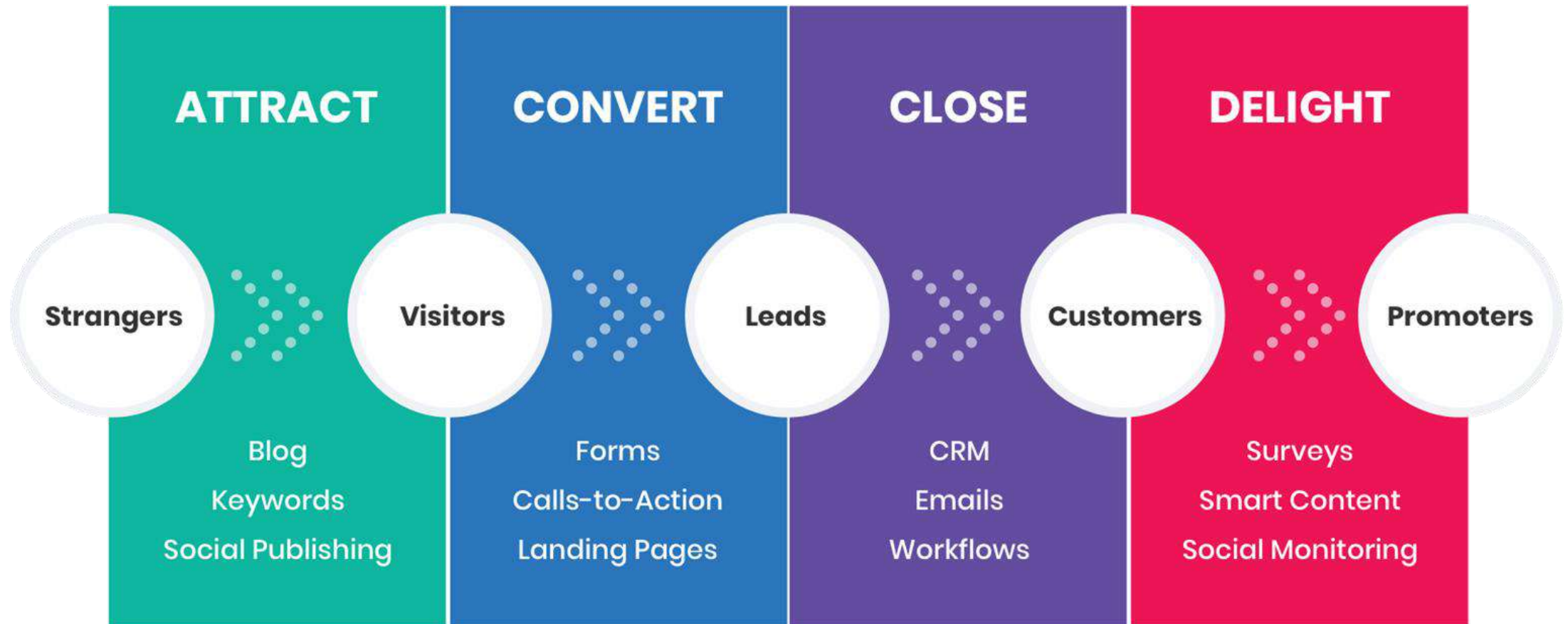
How and where products are distributed to sell

Social Media Marketing

- **Consumers will be more receptive to your messages**
- **Can help increase brand recognition**
- **Different social media channels help you reach specific audiences**
- **Cost effective**
- **Your competition is on social media**
- **Gives you the opportunity to gain objective customer feedback**
- **Helps connect your brand with customers you didn't know existed**



A product without marketing has no personality





How Can I Stand Out?

- Involve yourself in internships, volunteering, workshops and networking events (Internships look at what skills you gain at the end and not the money)
- Keep your CV/resumé in mind
- Be creative
- Tap into your passion
- Show your personality through your work – talk about your journey

When You Follow Your Pasion...

- You will do things at your best ability
- You enjoy your work
- Feeling of contentment & fulfillment

**WHATEVER YOU
DECIDE TO DO,
MAKE SURE IT
MAKES YOU
HAPPY.**

SLICKWORDS.COM

AH, THE MAGIC OF SUCCESS.

I BELIEVE IT HAPPENS WHEN YOU START TO BELIEVE IN YOURSELF, WHEN YOU START TO VALUE WHO YOU ARE, WHEN YOU UNDERSTAND THAT YOUR VOICE AND ACTIONS MATTER.

THAT'S THE FIRST SPARK OF MAGIC.

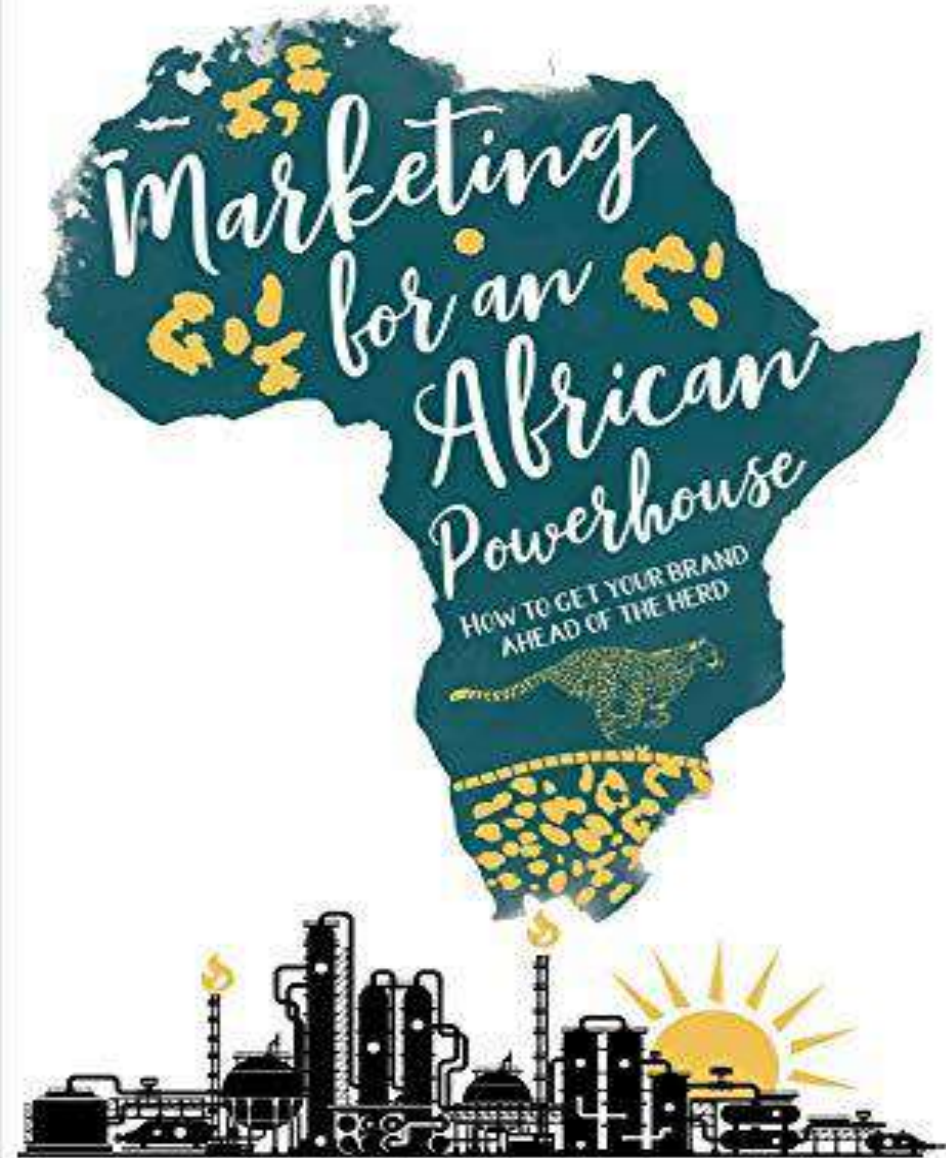
THEN THE ACTUAL BURST HAPPENS WHEN YOU BEGIN TO UNDERSTAND THAT IT'S NOT ALL ABOUT YOU. THAT IT'S REALLY ABOUT FINDING A PURPOSE BIGGER THAN JUST YOU.



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