Finding Your Sweet Spot

A common denominator of people who are successful in their markets, or even dominate their markets, is that they know what their Sweet Spot is. This allows them to become THE guru in their particular market.

**Your Sweet Spot Is So Much More Than Your “Niche”**

Identifying your sweet spot is so much more than simply picking a niche. In fact, one of the main reasons why so many fail in their attempt to grow their practices is because they go out in search of a niche instead of a sweet spot.

A niche is solely based on external factors, like a recognized need or a problem in need of a solution. In stark contrast, a sweet spot is first based on your own internal factors - your strengths, talents, experiences, passions and so on.

Because your sweet spot stems from your interests and your strengths, focusing on it will give you every available advantage you could possibly get in reaching guru status.

As a guru, you will achieve the level of success that you want, with the added benefit of enjoying almost every minute of every activity you do inside your business. Why? Because you are focusing on your interests.

But the opposite is also true. If you spend your time operating outside your sweet spot you’ll most likely never reach the top of the market. You will be distracted from what you enjoy. You’ll struggle to succeed as you end up doing lots of stuff you don’t enjoy and things you’re only average at.

So it’s extremely important to get this right.

To achieve the level of success that you desire - where work is not work - you need to identify your sweet spot. Once you are sure of that situate your business smack dab in the middle of it.

How do you discover your sweet spot?

It is where your strengths, passions, talents, and experiences all come together. It is the point where you can provide some unique value to your marketplace.
Yes, everyone has a sweet spot. But it can take a significant amount of introspection and maybe even some research to find it. Rest assured that in the end it's all worth it. Not only will it make your work more enjoyable, but it will make your marketing many times easier to produce and much more effective.

**Here's An Exercise to Help You Find Your Sweet Spot**

Get out your journal and think about what you’re passionate about. And if you do not have a journal, start one.
- What excites you?
- What motivates you?
- What conversations do you feel you must take part in?
- What gets you out of bed in the morning?

Move on to your strengths:
- What have you always been good at?
- What have you used to make a living up to now?
- What do your friends and family say are your best strengths?
- Do you already have an area of your life where your friends regularly ask for your advice? (Like how to fix your car? Set up your IRA? etc.)
- Do you have any advice you often give that's not common knowledge?

Look at your past:
- What unique experiences have you had?
- How have past experiences made you who you are today?
- Any great stories you always tell?

Once you have that all written down: Look at your lists.

Is there any crossover on that list? Is there a particular area where your passions, strengths and experience meet up?

If so, that's a good place to start looking for your sweet spot in the market.

Remember, the point here is to build your business around your internal factors – your passions, strengths, experiences etc.

That's how gurus are made. It's how you will find the kind of success you're looking for.

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