

Defining your niche

Finding your niche and defining your specialty could be one of the best things you do for your business. Use this exercise to help you find it!

If you're already in business, write down everything you're currently doing for clients/offering as products. If you're just starting out, write down everything you know how to do and are considering offering as services/products.

Now, rewrite your list from the first column, minus the things that you dread working on. There's no need to work on projects you can't stand.

Now with your smaller list, make a new list in this column, minus the services/products that take you a long time to complete. Circle the items that are worth taking time to learn ways to be more efficient and productive.

You should now have a list of 3-4 main services/products that you can offer your customers.

