

Finding Your Sweet Spot



In the book, **Good to Great**, the author Jim Collins compares a group of good companies to a group of great companies. Collins uses several analytical tools, including the Sweet Spot.

Try using the following steps to develop a written statement that helps you find the “sweet spot” in your

business. You probably know that in golf, the sweet spot is described as the perfect shot, where the golf club and the ball meet exactly in the right spot resulting in a perfect shot. In business, this can work the same way – always aiming for your sweet spot.

I always return to my sweet spot to re-focus on what makes me happy, what I do best, and who can/will pay for what I do best that also makes me happy. Think of the sweet spot as a tool by which to make better decisions day after day, month after month, year after year. The result is that your time and talents will be focused on what you enjoy, what you do best, and who can pay you. (Source: **Good to Great** by Jim Collins)

Any activities outside your sweet spot should be budgeted sparingly! Finding your sweet spot and sticking with it will help you make more money. To define your business sweet spot, complete the following three steps.

This is the very first thing to do in developing a plan for your business, resulting in a happy life. Trust me, this will work!

Step (1) – Write down what really makes you happy by choosing a verb or verbs that best describe(s) what you

want to do in your life and/or your business. Then think about what problem you are solving and for whom.

Complete the following sentence:

I really want to _____

(verb and who/what receives benefit)

because I like _____

(describe how you feel and/or what you want to accomplish).

An example of this from my own plan is:

I really want to connect business owners with success because I like to make a difference that helps them help themselves, their employees, and the community.

In the example, the key verb is connect and the passion describes my goal of boosting business successes which result in personal satisfaction.

Rewrite your own statement using the best verb that describes what you want to do. Be patient in doing this and continue to clarify using the best words that describe your passion and/or situation.

Step (2) – Describe what you do well ...and something you can pursue with the goal of being the very best at “whatever” on your block or in your neighborhood. Start this sentence with the verb you chose in Step (1) above.

I _____

(verb)

by _____

(describe the activity that you will pursue and the problem it solves).

An example of this from my own plan is:

I connect business owners with success to organize, clarify, and share financial practices that can increase profitability.

In the example, the key verb is connect and the expertise/activity is sharing financial and practices. The result is increased profitability.

Step (3) – Describe who will pay for what makes you happy and what you are good at.

I _____

(verb)

by _____

(describe activity)

for _____

(indicate business, consumer, organization, or entity

that can/will pay for the activity).

An example from my own plan is:

I connect business owners with success by sharing financial and non-financial planning techniques typically used in big business to help them make more money and have fun while they are doing it!

It is important that your sweet spot include:

- A. the best action word or verb that fits your passion;
- B. the best description of activity you want to pursue, based on your experience, expertise, and education;
- C. the most likely description of those customers/prospects who can buy, and what benefit they receive.

Once you define your sweet spot, keep going back to it from time to time to clarify and improve. Stay focused on your sweet spot as your business develops and grows. This will help you stay on the path of staying happy while making more money!



For more information on *Finding Your Sweet Spot* and other business strategies, contact Nita Black at Info@NitaBlack.com or go to her website at www.NitaBlack.com. You can also find Nita on Facebook, LinkedIn, and Google+. Plan for success!