



How To Find Your Sweet Spot And Thrive In Business

DO YOU HAVE CLEAR, ENTICING ANSWERS FOR THE BIG QUESTIONS;

“What is the thing you do?”

“Who are your clients?”

“What results do they get?”

“Why do they choose YOU?”

You’ve heard these questions before, probably a lot of times. I am the first to be guilty of ticking boxes when I learn, “yep, yep, yep, heard that, know that, yep, yep, what is new here?” and that is all well and good.

But these questions are critical. I invite you to complete this workbook so you can answer them with confidence.

Having succinct, tantalising, passionate answers will flow to natural conversation with prospective clients and peers. If you don’t feel calm, clear and confident it will show. It’s not just your words that communicate ... the energy and pride that shines from you when you speak of the work you do speaks volumes.

“Don’t ask what the world needs. Ask what makes you come alive, and go do it. Because what the world needs is people who have come alive.”

HOWARD THURMAN

I call this understanding your Sweet Spot. It is like a self awareness program for business. It involves coming to a true understanding of your talents, gifts and skills and creating a core message. This is the work that creates a doorway into the market.

Clarity about your Sweet Spot is critical to your success. Without it you will waste time, money, effort and worse; get disillusioned.

SO THE MILLION DOLLAR QUESTION (LITERALLY THE MILLION DOLLAR QUESTION)

HOW DO YOU FIND YOUR SWEET SPOT?

We start in the most important place, entirely with you and your abilities, entirely with what is true. Your work will be most powerful if you build upon your zone of confidence and harness your natural strength.

SWEET SPOT HARNESSES WHAT YOU KNOW

TO DEVELOP OFFERS YOU LOVE

THAT WILL SERVE CLIENTS WHO WANT ONLY YOU - CLIENTS WHO INSTANTLY RECOGNISE YOUR PITCH AS THE SOLUTION TO THEIR PRESSING PROBLEM.

Your Sweet Spot is where the know how that comes naturally, easily and effortlessly reconfigures as the highest value you can offer the world.

It's where doing that thing you do and teaching what you know creates improvement in the lives of your clients.

Where you live in the place of least resistance, where what lights you up is what you get paid to do, and far beyond that, **create ripples of transformation that make this world better.**

We work from the inside out. In this step we define the essence of your value to others from your head and just as importantly, your heart.

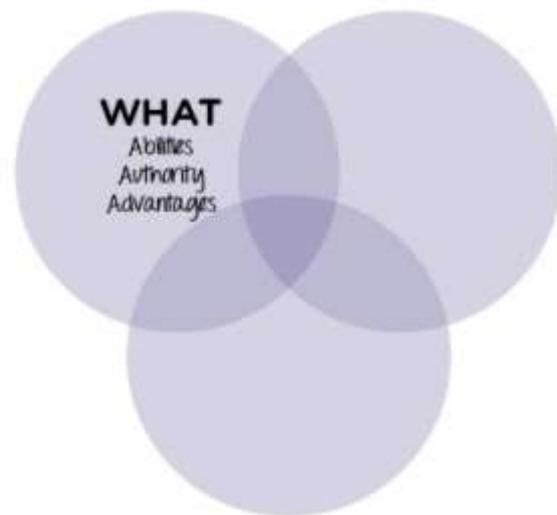
Your Sweet Spot comes alive in the intersection of 3 areas and we guide you there with our template:

PART 1: WHAT YOU ALREADY KNOW OR ALREADY DO

We start where you are, with what you have. We zero in on your knowledge, talents and life experience. With what you've achieved and the obstacles you've overcome.

Our "what" bullet points are:

- 1. Abilities**
- 2. Authority**
- 3. Advantages**



Abilities:

Play from strength. In 5 years researching the Sweet Spot, I completely buy the "strength theory". This proposes that you will always have the most impact playing out of your strongest zone.

"A strength is what makes you feel strengthened"

Marcus Buckingham

If you don't really understand your strengths, a resource for finding your strengths is the Strength Finder test – I have the link in the worksheet below.

(Strengths) + Skills

Skills are what you can do well, areas you can confidently claim a level of mastery of. All skills can be considered whether you think they relate to your work or not.

I am quite taken with the idea of a “Talent Stack” where your different “pretty good” talents layer to create a unique ability. So rather than being absolutely amazing at one thing, you draw on a number of things and reconfigure them in a way that cannot be copied.

I heard this from Scott Adams, the creator of Dilbert on a podcast with James Altucher.

Scott said, “I’m not the funniest guy in the room. And I’m not the best at drawing. But I’m pretty good at both and that’s where Dilbert comes from.

“It’s really hard to be the best in the world at one thing,” Scott told me, “But if you are ‘pretty good’ at a bunch of things and use them together, you can succeed.

This is no place to be modest – thriving as an entrepreneur means harnessing every talent you have at your disposal.

Authority:

(STRENGTHS + SKILLS) + SPECIALIST KNOW HOW

I tend to resist use of the word expert because it has baggage, but it’s likely you have specialist know how that you can exploit in business. You’ve gained this through study, work experience or applying and testing ideas (often all 3)

For emerging fields, like social media, your authority could be based on getting in early, trialling and testing.

Many people (particularly generalists) find it hard to claim a specialty. If that’s the case you can target others on a path you’ve already travelled or focus on a group of people that are starting out.

(Strengths + Skills + Specialist Know How) + Achievements

What have you achieved in this field that offers proof of your authority?

Advantages:

You need to understand what you can hang your hat on with respect to your positioning.

Why should someone choose you? What are you better at than anyone else?

What is your business superpower?

(If you struggle with questions in this section perhaps ask some trusted people who know your work to appraise your talents and abilities).

Worksheet Questions for “What”

List your strengths and talents - if you are modest, ask people who’ve worked with you what they think or take the strengths finder test at for US \$15 at www.gallupstrengthscenter.com

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List the things you are not good at and shouldn’t base your work around

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List your skills (things you know how to do that you could conceivably be paid for – for eg building websites)

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Specialisation: List your qualifications AND your lived experiences which you could share with others (for eg Sarah Wilson "I Quit Sugar")

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List your biggest achievements

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What are you better at than anyone else? (Can be a "Talent Stack") Ask people you've worked with for help with this if you draw a blank.

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What is your super power?

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Notes / thoughts / ideas

PART 2: WHY YOU WANT TO BUILD A BUSINESS

Here is where Sweet Spot goes deeper and becomes reflective. For many participants the search within is profound and meaningful.

What you know, what you can do and your strengths are important. But something is missing until your spirit is acknowledged.

If your heart isn't engaged in your work, you are living a shadow life.

Let me tell you some of my own story. I have another business, a successful business that does good things in the world and provides work for 40 wonderful people.

It has brought me financial security, "success" and taught me so very much. When I started it, I was literally on my knees. I had not a cent to spend, no network or any background in the industry. It was born from the ashes of an excruciating failure.

I bootstrapped that business by working my guts out. It was years of 60 hour weeks, maxed out credit cards and taking on challenges well outside my comfort zone. At times, it has pushed me to the limits (and very nearly beyond). So whilst I am the first to acknowledge that my business is something to be proud of, we have a difficult relationship and it simply isn't enough for me.

People never understand until I say this simple phrase – **my heart is just not in it.**

Because my passion, what brings me to live is helping entrepreneurs thrive. Because by creating a business on your own terms you are more than halfway to an uncompromised life.

So my advice to you is to stop and reflect your big "WHY".

Simon Sinek's famous TED talk resonated so strongly because of this compelling insight. "People don't remember what you do, they remember why you do it"

If you have never watched it, I suggest that you do, [click through the link here.](#)

Leaders inspire action by connecting with audiences with their bigger mission, their passion (their “why”).

People remember how they felt in your company or as a result of your words, for far longer than they recall the words themselves.

I believe it is critical to know what you really, truly WANT in life.

It can be very frightening to answer this question if your life doesn’t look like the life you want right now. But it is so important to know what you want.

It doesn’t have to be a grand, inspiring vision, you can keep it simple and target a life that feels different. You can change yourself and your responses.

Danielle LaPorte in her huge hearted book the Desire Map, asks the simplest of questions.

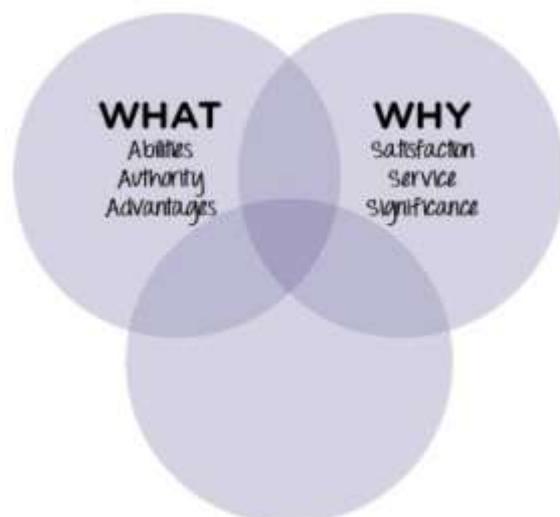
“How do you want to feel?”

The Desire Map is all about targeting an emotional state and working backwards. If you choose “alive, content, creative” as the way you want to feel, you then choose work and activities that bring more of those states into your life.

**Our “why” bullet points are –
Satisfaction, significance and
service**

Satisfaction:

Simply, what do you love to do?
Here you’ll think about your peak experiences. When have you felt most alive? What was happening? What was driving that feeling?



Think about your gifts, the things you feel born to do. The things that make your heart sing. What activities are you doing when time stops and life flows?

The words passion and purpose are so overused they are losing currency. But clichés like “find your passion” are based on a universal human truth. It is part of the human condition that maturity brings many to seek a larger meaning or fulfilment to counterbalance our efforts. For many people their answer includes something more than money*, so we call it significance.

* though money is certainly fine and enables you freedom to choose and to design your life.

Significance

What really matters? Think about your core values and priorities. The things you will not compromise in business or in life. If you don't know your core values, I have linked to our values tool below.

The path you want your life to take, perhaps a pinnacle life goal, personal mission or leaving a legacy.

+ Service

Most successful know how entrepreneurs are not manipulative “operators”, they are feel privileged they can be of service their clients.

How could the stuff you know or thing you do transform the lives of others. What tangible things happen for your ideal clients as a result of working with you? What is the valuable contribution you make to their business or lives?

This also starts to orient you to the next section “Who”, which is the demand side of your business.

Here are the questions for WHY? – I recommend you get out a journal and spend at least 10 minutes on them:

What do you really want from your business?

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What don't you want any more in the area of your working life?

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How do you want to feel?

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What do you love to do? (peak experiences, when you feel most alive)

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What was the best period or project in your working life? What made that the best? Why did you feel so happy?

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What are your core values? If you don't know, I have a link to help you with this at www.trueentrepreneur.com/discover-your-personal-values/

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What are your priorities? If you are unsure, look at how you spend your time, what you pay attention to are your priorities.

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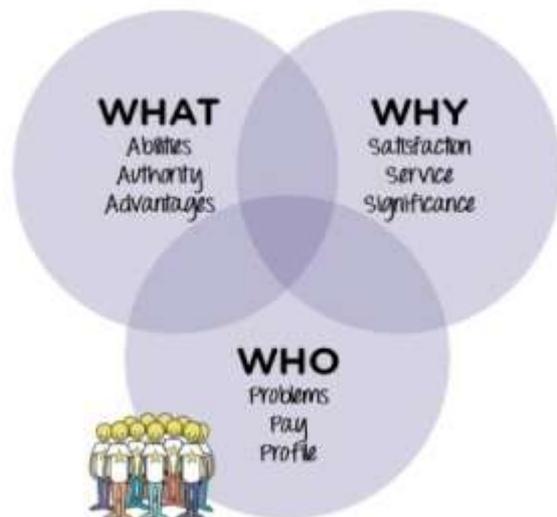
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THE NEXT PIECE IS, OF COURSE, THE “WHO”

Our what and why are about our value and what we bring to the market. But our business won't work unless we design it to serve an existing demand from a group of people we can identify and access.

So how do you find and identify them?

Start with this question: WHO do you really want to help and see succeed?



Who benefits by you expressing your gift, your intrinsic talents? Who wants what you know? Who needs to know it now?

What are you always being asked about? What do you enjoy talking to people about? What help do you love to give whether they are paying you or not?

A thought: Is “past you” your own client? If you went back 3 years or 5 years are there people on that path behind you, who are struggling with a problem that you have nailed?

I love the analysis I learned from Jadah Sellner, which is what was the gateway drug, what was it that started your journey? Does that provide insight for you?

Our 3 sub points under who are “problems, pay and profile”

Problems

We target problems and market to people.

So start with what symptoms you can relieve, problems you can solve or desires you can fulfil.

Here is where we stop to brainstorm, because the key to finding your ideal client group is to make your first cut target a problem rather than a person.

Write a list now of every symptom you can think of that your ideal client is experiencing. This is one of the most important exercises you can do.

+ Pay

Who will readily pay you to teach them what you know? (the critical question). The best proxy for future investment is that they are already investing in the category. So if you sell training programs, chances are your ideal client has already invested in their skills previously.

+ Profile

Whilst we target problems, we have to market to people, so we need to find commonalities to relate to so we will connect.

Who are they? Do you know them? What patterns or likenesses do they share?

What is their age, gender, their location and lifestage?

Their stage of business? Their personality profile and values?

Another critical requirement is the need to reach clients easily and affordably. Where are these people? How many of them are there? Can you go and meet them?

Who do you really want to help and see succeed?

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List symptoms they'll recognise that you can put forward a solution for:

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Who is ready and waiting for your solution, and will pay?

(Don't skip this, keep working on it)

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What is going on for them right now? What is your gateway? What are their symptoms? What is the trigger event?

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What commonalities do they share?

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Age, gender, location, lifestage, business stage, experience:

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What values, beliefs and interests do you share with them?

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Where are these people hanging out now?

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Notes / thoughts / ideas

NOW FOR THE ALL IMPORTANT OVERLAPS

The reason I use venn diagrams a lot in my teaching is because all the power is in analysing the overlaps.

The intersections are the places to look for a new idea. For example, if you think about your different “worlds” (places where you have a network of relationships and or expertise). So take 2 “worlds” where you are completely “at home” and look for an overlap that creates a fresh take on a subject. For example combine a personal experience with your specialist know how.

One of my private clients has a Masters of Physiotherapy and is a new mother. She has designed a new baby sling to help mum’s carry their children securely and remain strong and injury free.

So with the Sweet Spot model, the large circles are the building blocks but opportunity lives in intersection of ideas.

This is how you differentiate yourself in the market, because no one has your unique combinations.

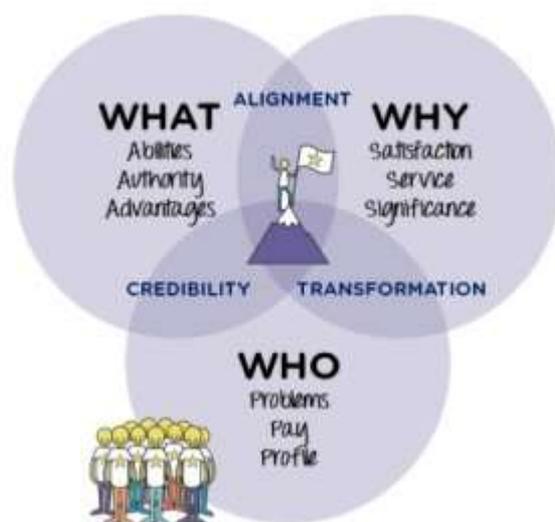
Even if they have a similar background (their what), lofty intentions (their why) and work with a similar group of people, what’s activated by your unique combinations represents your opportunity to shine.

Now we want to examine the overlaps in your circles.

The first overlap we explore – between what and who is your CREDIBILITY.

The overlap of what and why is ALIGNMENT.

The overlap of who and why is TRANSFORMATION



CREDIBILITY in branding is the foundation of trust.

It's being explicit about the source of your authority to teach, advise, guide or share your know how. When you make claims, there should be a basis that shows this prospect that the same outcomes will be available to them.

So, when you tell a prospect you can solve their problem, why will they believe you?

Also known as reasons to believe, why can you be confident in saying what you say? And what will accelerate trust?

Whilst we are the first to purchases are emotional, our rational brain needs some proof, so it can tick some boxes and "approve" the purchase.

Conferred Authority: (Education, Titles, Mastery etc)

Visibility: (Author, Speaker, Public Eye, TED talk)

Results: (Testimonials, Case Studies)

Social Proof: (Partners, Social Media, Followers)

Role Model: (You've been there, done that, put a lot of skin in the game and have a burning desire to show the way to others)

We mentioned earlier, it is possible that your credibility comes from the overlap between 2 fields you've mastered.

Credibility Reflection:

List your authority sources / reasons to believe:

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The overlap of what and why is ALIGNMENT.

We have already spoken of this. Alignment is where your higher self enters the equation, so your “self” and your work are connected. You can bring your heart and soul into your business.

Now, it is possible to make a lot of money as an entrepreneur and not be in alignment but for me, and most people I work with this is big.

Alignment is powerful, it can take you from business owner to inspired, purposeful entrepreneur. You will experience inevitable bad days and frustrating jobs – but they are part of something bigger, something that feeds your soul.

This was the single most powerful change I ever made in my life.

To start to set your intentions or create your Desire Map or vision board from a calm place, a place you really want to be. Working with people you love to serve.

Believe me, when i started, my life looked nothing like it does now. And i am only half way to my dream

Alignment Reflection:

How can you provide value for the people you would love to serve:

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The overlap of who and why is TRANSFORMATION

By this I mean the transformational result that your client experiences as an outcome of your work together. Transformation is co-created and becomes a life improvement

It is the privilege of a lifetime to see your hard earned experience and knowledge and generous support folded into someone else's business and life.

Transformation Reflection:

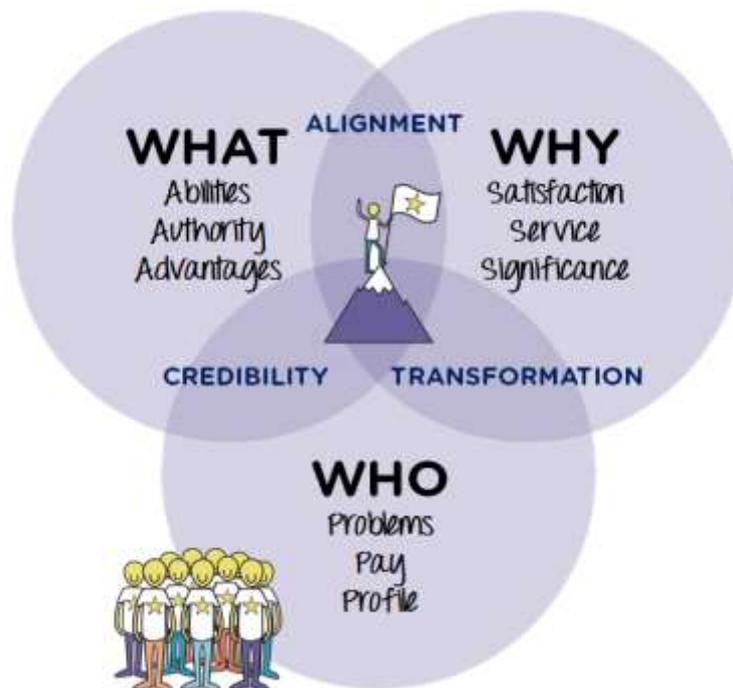
How your know how enables a great result for your clients, what are some sample comments from people you've worked with.

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The overlap of all three is that serendipitous place we call the SWEET SPOT.

Where your WHAT, WHY and WHO merge to create your place in the sun.

Where you are doing what lights you up.

Where your story resonates with people who have been waiting for you.

A place in a crowded marketplace for you to call your own.

A place where your brand and offers are unique.

Working in your Sweet Spot brings you energy, it doesn't drain you

This self awareness becomes the foundation of your business. The clarity you get from understanding your Sweet Spot flows to your POSITIONING (the next step) and your CONNECTION (the brand and voice you develop).

It will be an anchor for your content, offers and business model. Knowing this puts you on solid ground as you build your business.

Pull your threads together for your sweet spot:

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My Sweet Spot Live Session, gives you 45 minutes with me to explore your options and find these overlaps and your sweet spot.

I would love to help you find this, check your email!

There will be a link emailed to you.

How do you know you've nailed it?

When someone asks "what do you do", you can look them straight in the eye and say ...(something like).....

I'm Cate Richards, an entrepreneur strategist. I'll help you find clarity, nail your positioning and build a magnetising brand. From spinning wheels to confident and ready to launch. A business that fulfills and supports you, crafted by you, only for you.

My One Word Is: Clarity (of course)

Clarity is the biggest hurdle, once you have this the other pieces will come together more easily!