

# Finding your niche.

Based on the “Hedgehog Concept” in “Good to Great” by Jim Collins.

This four-step exercise will help you identify your “sweet spot” when it comes to business and personal strengths.

Plan to spend 15-30 minutes brainstorming your responses to the following three questions, and then some additional time identifying the overlap between your three sets of responses.



Over the next few pages, take a few minutes to jot down words and or short phrases to the questions. The goal is to go from your initial response.

Trust your gut response to stay true to who you are and who you strive to be both as a person and as a business. Don't over think it, the sweet spot will reveal itself at the end of the exercise.

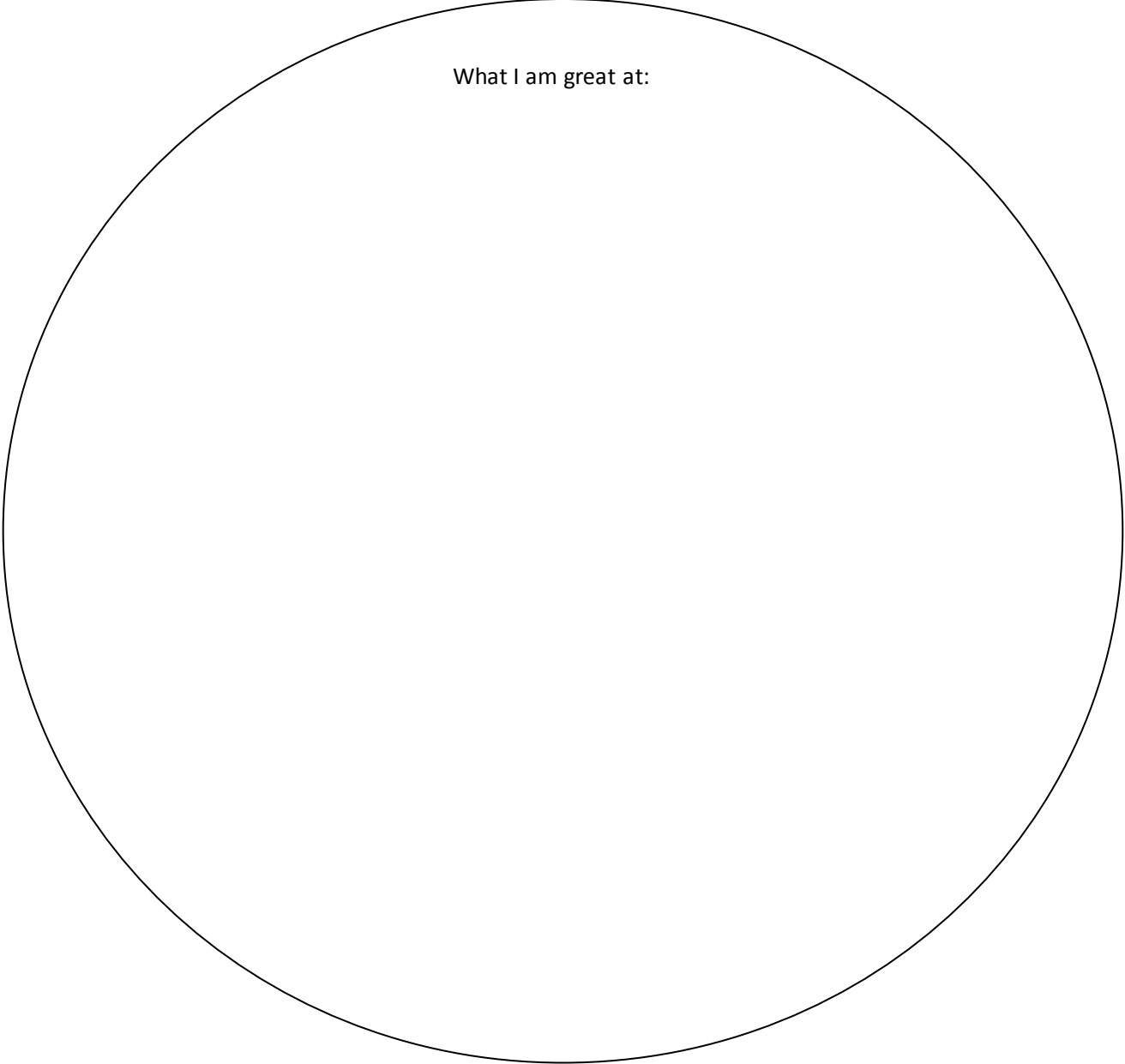
**Step 1: Brainstorm your responses to the question:**

## **What am I great at?**

In other words:

- What skills and strengths do you have?
- What are the things that you do well?
- What activities have you noticed comes easily to you, which may be difficult for others?

Note that your answers may include things that you do not particularly enjoy doing. That's ok.



What I am great at:

**Step 2: Brainstorm your responses to the question:**

## **What am I passionate about?**

In other words:

- What are you passionate about? These can be areas of interest, causes, hobbies, ideas.
- How do you most enjoy spending your leisure time? What kinds of books do you read for fun? What section of the newspaper do you turn to first?
- What do you enjoy doing, talking about, learning about on your own time?
- What topic, idea, or cause would your friends or family say that you “live, eat, sleep, breathe”?
- Is there something that you feel called to do?

Note that your answers may include things that you aren't necessarily skilled or good at. That's ok.



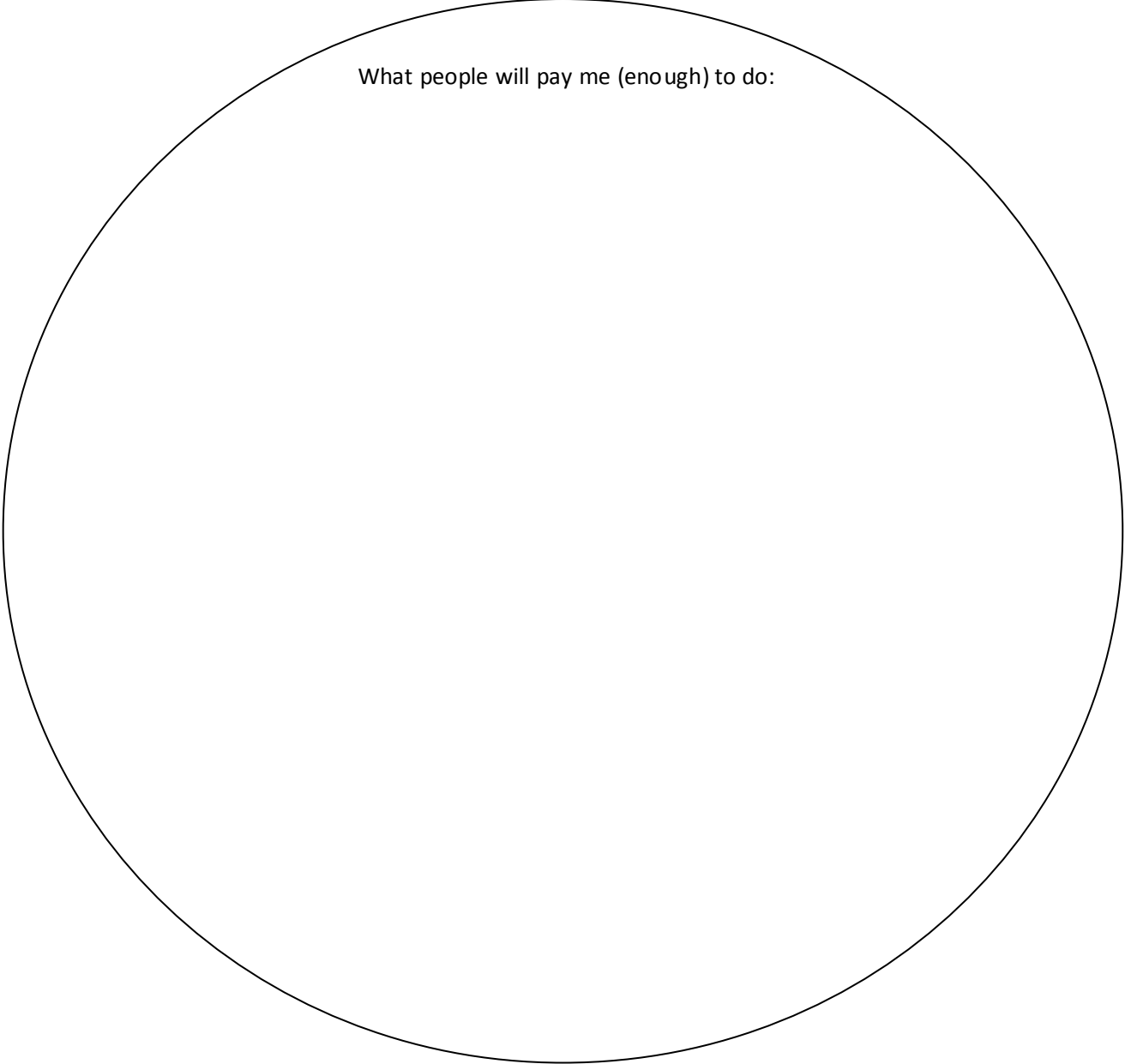
What am I passionate about:

**Step 3: Brainstorm your responses to the question:**

## **What will people pay me (enough) to do?**

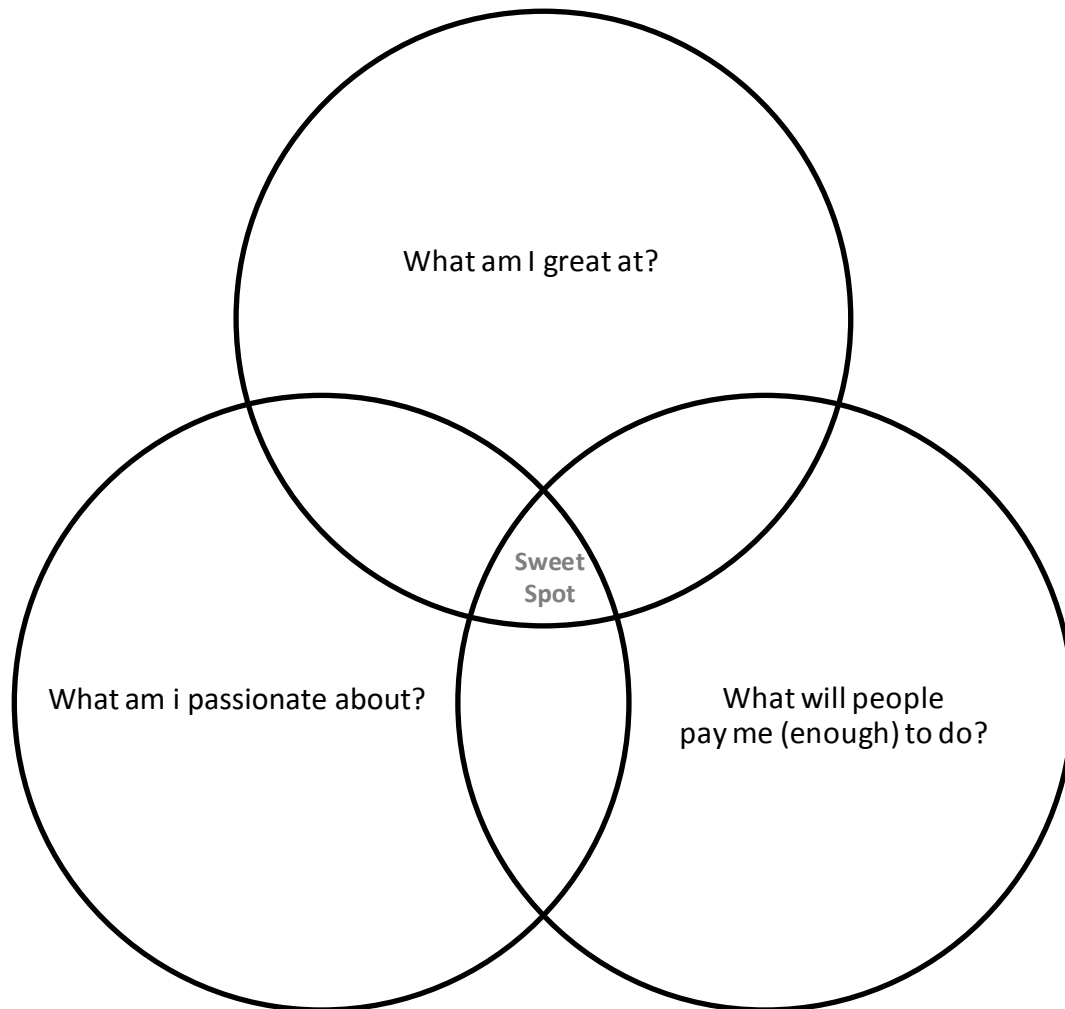
In other words:

- What marketable skills and abilities do you have?
- Look at it in “market terms” of supply and demand for your work – what will someone pay you to do?
- What do you offer that others don't?
- What does your company offer that competitors do not?



What people will pay me (enough) to do:

**Step 4: Look through your responses to the three questions, and search for overlaps. What words, ideas, or themes come up in all three of the response pages?**



Once you identify the common themes or phrases between what you are great at, what you are passionate about, and What people will pay you (enough) to do you will find your sweet spot or niche.

This exercise is designed to help you find and develop your strengths and/or the strengths of your business. By working in your strengths you can capitalize on your niche and work toward a more rewarding and profitable business.