



WHAT DOES YOUR COMMUNITY WANT FROM YOU?

Why is it important to find a business based on your passion?

How do you want to spend those precious seconds and hours and minutes that you have? Do you want to be doing something that really fulfills you and really makes a change in the world and really helps other people? Here's how to begin the Explore process:

STEP 1: Find Your Hidden "Superpower" :

Superpower? Yep, everybody has one - that thing that you are naturally good at. When I tell people that - they ask... How do I find out about this amazing talent you say that I have?", There are two ways.

The first is to think about what it is that people ask you for all the time, and you think, "I can't believe that they're asking me for help with this, this is really easy to do. Why are they asking me?"

You can also find your superpower by looking at what is most difficult for you to teach because you tend to not start at the beginning. It is easy for you - why don't other people get it?

Another way to find your superpower is to simply ask. Ask your friends, ask your clients. Put the intention out to God or the Universe to show you “What am I absolutely awesome at?” Start looking for clues.

When our clients do this exercise and ask their friends - they are usually surprised at the answers. “Wow, I’m good at that? That seems so easy and fun to me.” Often it is hard for us to see it because we don’t even have to think about it. Often it needs someone to point it out to us before we can see it ourselves. And who knows you better than your friends, right?

STEP 2: What's Bugging You?

Another place to find that “superpower” is to look for a problem that you’ve had – a problem that you’ve solved for yourself and would like to solve for other people. One of the things that bothered me when I started my business was that business owners were spending too much time and money on their websites when what they really needed was a more comprehensive online marketing plan. I started offering clients simple WordPress sites - along with a strategy that included email marketing and social media. Problem solved.

One of our podcast guests, Tamar Lucien, was a recruiter. She saw a problem in how people were matched up with jobs. She ended up developing software that handled that process in a much better way for both the employee and employers. Her new system allows employers to quickly find good help and employees can get hired faster. It is a win-win.

What problem have you solved for yourself and would like to solve for other people?



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