



The undeniable trajectory of work and the “workplace”.

A small business economy. 30M or so 90% have less than 20 employees—the movement to small and within small a movement to independence —definitely spurred on the last 3yrs- but it was the mood prior to the pandemic.

By independence my frame here is (solopreneur to 20/40employees)-working solo or independently within a team concept.

The future is about those who take their interest, passions, ideas, experience and combine it all with business skill; marketing, sales, etc. monetize and distribute what they create to their communities and the world.

They will design their own reality, seeking to be less specialized in silos and more full spectrum synthesizers. They are problem solvers, who at the nexus of passions, personality and experience, want to have an impact

They seek to grow an independent income that they have increasing control of. Creating revenue streams and investments that pay regardless of what’s happening in the world. The goal being the financial means to be able to move to the city, state, or country they choose to live in— somewhere in the world that allows you to live a freer existence.

Who Do We Serve

This “mind map” worksheet is designed to help achieve clarity about why we do what we do and who stands to benefit the most from our skills and passion. Combined with lifestyle desires.

Getting this stuff out of your head and onto paper will help you bring it to life and clear your mind.

Goals/Vision

Professional *and* Personal

EX Goals:

1. Grow business
2. Scale up and sell.
3. Or, make a living for self & family
4. Fund lifestyle - be location independent

Skills

List everything you are skillful at regardless of whether or not you enjoy it or if you think it is valuable in anyway.

Just write down as many things as you can that you are good at as they come into your head. You don't need to be the best in the industry or have loads of experience. The idea here is to fill the paper with all of your skills.

Passion

Now it's time to write down everything you enjoy about what you do. Answer this question honestly and don't fool yourself.

EX:

If you hate doing some task, don't write it down.

If you love something (even if you aren't currently making money from it) write it down. Fill in this page with everything you love doing in your business/industry/field.

Personal passions: hobbies-family-interest

Your Sweet Spot

Identify any crossover between your skills and your passion to find your sweet spot. For example, if you are really good at designing high converting landing pages and you love doing it then this is part of your sweet spot.

Ideally, you should have between five and ten things written down here that make up your sweet spot.

The Benefits You Offer

Now it's time to articulate the benefits that your clients receive from your sweet spot. This is where we stop talking about capturing customers. Ex: No business owner wakes up in the middle of the night with a burning desire for a new responsive design website, but they do want to know how to capture customers who are on the move and using mobile devices to access the Internet.

Your Perfect Client

Next we write a profile of the type of client that will benefit the most from what it is you do.

Physical description

What they want

Their biggest problem

How they buy

Best way to communicate with them

= your “perfect client”
