



F.O.C.U.S.

How to Stick to What You Do Best and Find Success by Putting Your Focus in the Right Place

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F: Find Your Ideal Client

Get specific about who you want to serve. Are you creating services that align with those ideal clients? Check in with yourself often and revisit this: your ideal client can change over time!

O: Own Your Niche

Stand in your space and stay strong in it. Don't be afraid to say no to clients or projects that aren't the right fit. Closing the door on the wrong fit leaves the door open for the right one!

C: Cull the Noise

Learning is great. Development is great. But there's a time and place for it. Sometimes you have to prioritize the business over the learning. Stick to the 80/20 rule: 80% of your time running the business and 20% learning. Take a break from social media. Step away from the webinars. Get the work done!

U: Understand Your Client's Needs

This is about more than just the physical, logistic needs of the space. Get to the heart of what your client really needs; WHY do they need what they're asking for? What problems are you solving with your project? What are you opening up in their life? Dig a little deeper and find out what they really need so you can provide it.

S: Stay the Course

It's easy to come up with ideas and get off track. But if you want to thrive in your business, you have to stay focused on your goal. Don't chase shiny objects. Stick to your priorities and stay working toward the big picture!