

# CLAIM YOUR NICHE!

What's your specialty that will keep your target market coming back for more from you in particular? What do you do that is FANTASTIC? What problems do you solve? What are your super power skills?

## To define your niche for repeat business:

1. Identify the tasks and activities that fuel you the most.
2. Identify the tasks and activities that drain you the most.
3. Define your UNIQUE VALUE PROPOSITION.
4. Define your brand as a distinct personality – your unique persona!

**comm4results.com**  
growth strategies for entrepreneurs

*What happens when you pool the know-how of a CFO and a Communications Expert?*

## MONEY-MAKING STRATEGIES WITH REPEATABLE RESULTS!

**\$ \$ \$**

### MINIMIZE OVERHEAD COSTS

We minimize your core business processes by recommending and implementing the latest accounting and marketing tools.

### CURRENT TECHNOLOGY AND SERVICES

We rescue you from information overwhelm by staying on top of best practices and the latest accounting, digital marketing, and content optimization tools.

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## PROFESSIONAL SKILLS SELF-ASSESSMENT

Check the areas that require improvement, then label them DEVELOP or OUTSOURCE

	novice			expert	
_____ Business Setup	1	2	3	4	5
_____ Sales Training	1	2	3	4	5
_____ Marketing Materials	1	2	3	4	5
_____ Networking	1	2	3	4	5
_____ Social Media & SEO	1	2	3	4	5
_____ Accounting / Bookkeeping	1	2	3	4	5
_____ Business Expenses	1	2	3	4	5
_____ Tax Deductions	1	2	3	4	5
_____ Business Writing	1	2	3	4	5
_____ Presentation Skills	1	2	3	4	5

## NEED HELP?

*We can do it for you, with you, or teach you to do it yourself.*

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