

My unique expertise

Success in business depends on how well you can identify and use your strengths

Every single person is good at something. Taking the time to identify your unique areas of expertise and focusing on perfecting those skills will help you to become the best in your niche and bring authenticity to your brand.

Communicating this through your brand touchpoints (website, social media, emails), will enable you to start to build trust with your audience, and if you are consistent, customers will start to look up to you as a leader and give your brand their loyalty.

Focus consistently on only doing activities and developing business ideas which engage your strengths. For example: If you love cooking, are natural at teaching others, and have a flare for writing and speaking, you'd have a good chance at being successful if you created a food blog, or offered one-on-one cooking classes.

You can divide your strengths up in Natural and Learned Skills

Natural skills are your personal attributes that you can't learn, they're just part of your make up and determine how you interact with other people. For example, being optimistic, having patience, being a good listener or great at communication.

Learned skills are those that you have learned, developed and honed over time. For example, design, writing compelling stories, building websites, marketing or first aid.

Use this worksheet to define which Natural and Learned skills you have. Is your business making use of your best skills? Could you pivot what you offer to really maximise on your natural and learned skills?

Natural SKILLS

Learned SKILLS

Am I making the most of my Natural and Learned skills in my business?