

What Do You Want to be Known For?

Not Another Goal-Setting Article

As I thought about what to cover in this last issue of the year, I knew I wasn't going to write the same article as in years past about reflecting on the year and setting goals for the next year. (See *Making Success Simple: Effortless Business Planning for the New Year* <http://solopreneurzone.com/SoloFlyer.htm> if you do want to read a goal-setting article).

Two issues ago, I asked you what your business philosophy was. Today, I want to build on that by asking you what you want to be known for. Your answers to this question alone could replace an entire year's worth of goal setting if you truly tap into what is most important to you.

It's Not Just What You Do

Many of us offer services that are very similar to what others offer. Yet, you probably know a few Solopreneurs who stand out amongst other providers of the same services. Often, it's because they are known for something very specific or unique. They do the same work that others do and yet they attract more clients.

Your "Product" Isn't Your Service

Your product isn't your service itself. Because clients can buy from many other providers of a service, they typically aren't making a decision to work with you because of the specific services you offer. Instead, they are buying the relationship with you. If you share more about yourself with potential clients, you give them more to go on in deciding to work with you.

Marketing is Easier When You Have a Simple Message to Share

If you've ever struggled with marketing, you know it can be challenging to figure out what specific message you want to share and who to share it with. Many of us run around trying different marketing strategies we've heard have been successful for others and wind up feeling like we've wasted our time.

When you are clear on who you are and why you chose to do the work you do, you are able to take a stand for what you want for your clients. Once you know what you want for your clients, your marketing becomes effortless. You are able to speak directly from this clear place and choose exactly the right words to say and who to say them to.

What Were You Known for This Year?

Stop and think about what stood out about you and your work most this year. Was it your integrity? Your attention to detail? Your ability to anticipate clients' needs before they do? Or maybe it was your extra calls to clients in between meetings or how much fun it is to work with you?

Do you share these things with potential clients, or just hope they'll find out? Or, have you changed gears so much this year that it would be nearly impossible for clients to notice your wonderful qualities through all the clutter?

What Would You Like to be Known For?

Stop and take a few quiet minutes to think about these questions...

- What would you like your business and yourself to be known for? (Not just what you do, but who you are and why you do what you do...)

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- If this was the last year you could provide your service, what would you like your legacy to be?

Instead of setting goals this year, what if you focused on what you wanted to be known for and let the details fall into place from there?