



B O N F A I R E

## Sweet Spot Discovery Process

**If you're thinking of starting a business or pursuing a passion, you're probably in one of two situations: you have no idea what you want to do OR you've got a lot of ideas. Don't worry, you're not alone. We've developed this step-by-step method to help you hash out your ideas and find your sweet spot: where your idea or passion delivers value or be turned into a profit.**

---

Write down five things you love to do. Don't overthink this. Focus on what you really enjoy doing. If you had an extra day to do whatever you wanted, what would you do?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Now make a list of the five things you do really well. These are your skills. Here are some questions to get you started: What activities do people complement you on? Is there something people always seem to come to you for help with? What subjects or activities in school did you breeze through?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Take a look at your two lists above and find the connections between them. This requires a bit of creativity, but it can be a lot of fun. Once you see the connection, you have the beginnings of your sweet spot.

EXAMPLE:

What You Love	What You're Good At	Connection
Travel	Social Media	Sponsored social media brand specializing in the travel industry
Cooking Healthy Meals	Planning	Healthy meal-planning service
Being Outdoors	DIY Projects	Landscaping consultation or curb appeal design for real estate
Spending Time with Your Dog	Project Management	Dog-sitting business for people who work or travel a lot
Listening to Podcasts	Writing	Writing service aimed at podcasters who hate to write

Your turn:

What You Love	What You're Good At	Connection

Now, we're going to go a bit deeper. What problem does your connection above solve? See if you can find a need or desire for each, then write your solution to each problem. If you can't identify a clear problem, is there something that already exists that you can do better?

Connection 1, Problem/Solution OR Existing Solution You Can Do Better:

---

---

---

---

Connection 2, Problem/Solution OR Existing Solution You Can Do Better:

---

---

---

---

Connection 3, Problem/Solution OR Existing Solution You Can Do Better:

---

---

---

---

Connection 4, Problem/Solution OR Existing Solution You Can Do Better:

---

---

---

---

Connection 5, Problem/Solution OR Existing Solution You Can Do Better:

---

---

---

---

You may be asking yourself: how do I know if I can make money doing this? Look at each of your five connections then answer these questions:

Am I confident in my abilities to provide this service or deliver this product (or are you willing to do whatever it takes to learn)?

Your answer:

---

Am I willing to focus most of my free time on this service or product for the next 12 months?

Your answer:

---

Am I willing to do the work to find a clearly defined market of people already spending money on this kind of service or product?

Your answer:

---

Am I willing to keep learning and improving my service or product?

Your answer:

---

## Your Sweet Spot

I am going to (your connection) \_\_\_\_\_  
\_\_\_\_\_ since it (state the problem it solves and how OR how you will  
do it better than an existing business) \_\_\_\_\_  
\_\_\_\_\_ and I will target (market of people already  
spending money on it) \_\_\_\_\_  
\_\_\_\_\_.

***Congratulations for doing the work to find your sweet spot!***

If you're wondering what to do next, contact us for a free 20-minute consultation. Go to [www.bon-faire.com/consultation](http://www.bon-faire.com/consultation).