SWEET SPOT DIAGRAM

TOP CLIENTS
1. Their industries
2. Their demographics
3. Their psychographics

UNIQUE OFFERING
1. Biggest strength
2. Immutable Laws
3. Area of Innovation

SYSTEMATIZATION
1. How can your company's product or service be delivered without your direct involvement? Without any of your involvement?
2. How can your company's sales grow without your direct involvment? Without any of your involvement?