

SPECIALIZING WORKSHEET

MODULE 1: STEP 2

This step will help us niche down to the service that we excel at most and reduce the time and effort that we spend on activities that we like the least.

Timeframe: First draft – take no more than 10 minutes. Your dominant Likes and Dislikes will come right out. But, it will be a good idea to let this gestate for a day or two and come back for a Second Draft (simply edit the original as needed). We often take for granted how good we are at certain aspects of our careers, especially if we've been more frustrated and focused on what we DON'T like. Spend another quality half hour on your Second Draft after you've taken a couple days to think it over... and talk to spouse/friends/customers – they're very enlightening.

1. DISLIKES

BEING BRUTALLY HONEST WITH YOURSELF, FILL OUT THE ASPECTS AND SERVICES OF YOUR DAY-TO-DAY JOB THAT YOU DON'T LIKE PERFORMING.

2. LIKES

IDENTIFY WHAT ASPECTS OF YOUR DAY-TO-DAY JOB DO YOU FEEL MOST CONFIDENT IN AND/OR ENJOY THE MOST.

3. 2ND DRAFT - CROSS REFERENCE: REVISIT YOUR "LIKE" COLUMN. PUT THEM IN ORDER - STRONGEST "LIKE" FIRST. TO ARRIVE AT OUR FEATURED **SERVICE OF SPECIALIZATION**. THE SERVICE FROM OUR "LIKE" COLUMN MUST:

- REDUCE OR NEGATE MANY OF THE "DISLIKED" ASPECTS OF OUR JOBS.
- YOU ALREADY FEEL THAT YOU ARE MORE OF AN **EXPERT** AT THIS THAN MOST OF YOUR COMPETITION, OR, YOU FEEL THAT YOU CAN INVEST (EDUCATION AND/OR TOOLS) IN IT TO **BECOME THE EXPERT**.

*** IT WOULD BE A GOOD IDEA TO PRINT THIS ONE OUT** SO YOU CAN PHYSICALLY CROSS OUT THE "DISLIKES" THAT YOU WILL REDUCE, AND ACTUALLY CIRCLE YOUR TOP "LIKE" OR NEW AREA OF SPECIALIZATION.