

# Finding Your Niche

Answer the following questions to find out if narrowing focus is right for your business

## 1 Values

**Identify your values.** What are four things or beliefs that guide your business's actions and represent what's most important to you and your business?

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**Define your values.** Take your four values and describe why they are important to the success of your business.

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## 2 Mission

**Define your core mission.** Write an action-based statement that declares the purpose of your business and how you aim to serve your customers.

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## 3 "Why"

**Define your "why."** Why does your business do what it does in the way that it does? Keep it simple, clear, actionable, and evergreen - one sentence max!

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