

# Is The Force of Focus Within You?

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As cheesy as it sounds, there is a lot of wisdom in the quote from Star Wars, “your focus determines your reality.” As entrepreneurs, you can get trapped into an illusion that you are actually taking steps to grow your business. You’re busy, so you must be focused right? Wrong.

First, let’s identify what unfocused looks like:

- You think everyone you meet is a prospect.
- You walk into your office each day, wondering what you could do to bring in more business or you’re doing all busy work instead of the revenue-generating activities.
- You deeply want to make more money and get your gifts into the world, but you’re riding the fence between looking for a job and starting a business.

**If you can relate, then remember the Principle of Focus:**

- What you focus on you find
- What you focus on grows and increases
- What you focus on seems real
- What you focus on you ultimately become

You will find no clients if you think everyone you meet is a prospect. Not everyone you meet is your ideal prospect. Without a plan, you will be confused on how to reach your targeted audience. Without a solid commitment on your direction, you will continue to struggle.

**When you focus on an area and excel at it, doors will open for you.** To illustrate, one of my clients is a Financial Advisor. There’s not a networking group you can go into without meeting a Financial Advisor. Without focus, you can become a

commodity, like many Coaches and Consultants have become because they don't have a focus. So how do you create such a focus that you are the go-to person for your type of service?

The first thing my client did was get really clear on the ideal person she wanted to serve by working through her Preferred Client Profile™. In working together, she identified specific ideal client. Now, she is the go-to person for women who are going through a divorce or contemplating divorce, making it really easy for her referral partners to send the exact referral.

Because of her focus, she has broken out of being a commodity and into a specific market. With a clear client profile and a plan, she has exceeded her financial goals (while having two small children in tow).

It all comes back to focus. When you're focused, you'll find:

- Opportunities you haven't considered.
- Access because you make it easier for others to understand who you serve and how you serve them.
- Your business grows faster because all of your marketing activities are aligned to attract your ideal clients.
- Your decision-making becomes easy.

That's the force you create when focused. It's easy to stray, so keep the Principle of Focus front and center by taping it to your computer.

What will you focus on today?