

# Key Success Factors in Business Strategy

*Every creative entrepreneur and micro influencer should focus on business strategy, especially as it relates to differentiation, relevance and product solutions. This guide will share a few key success factors you should have addressed that will dictate how you brand yourself and/or your product(s).*

## KNOW THE PROBLEM

*As long as consumers have problems, they will always be in the market for a solution. To ensure that you have a viable product or service, you must know the problem you are trying to solve. It will serve you better to identify a real pain point facing consumers that you believe to be an opportunity for you to build a business around. It will serve you best to ensure you are passionate about the prospect of solving that problem.*



**WHAT CAN YOU MAKE SMARTER OR BETTER?**

## DEFINE A NICHE AUDIENCE

*A skincare sale rep who says "anyone with skin" is her target customer is not ready to build a viable, sustainable business. An entrepreneur must define a specific niche market initially to market to because it allows for the opportunity to build a brand that is not only visible but, if done right, credible too. To define a target audience, think about your ideal client and research your market trends on who is buying what you are selling. Research your top competitors and try to assess to who they seem to be marketing to. Be prepared to be specific and don't be afraid to think outside the box.*



**WHO DO YOU RELATE TO MOST AND CAN EASILY SPEAK TO?**

## CREATE A PERSONAL BRAND

*A creative entrepreneur today cannot rest solely on the service or product they deliver. We are living in a super-connected and social commerce world. People buy people, not products. They want to get to know the person, understand their story or journey and relate to it. So, it's important you create a genuine voice, persona, style and message that is unique to you. A personal brand you can live with and attracts exactly the kind of clients that bring out the best in not just your work...but YOU.*



**WE ATTRACT WHO WE ARE...WHO ARE YOU ATTRACTING?**

**"Creativity without strategy is art.  
Creativity with strategy is called advertising."**