

Self-Help Tools: You Are Infinite Potential

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Source: *Joel Burgess*

If you are building something, there is a distinction worth making early:

You are not the niche. Your offer is.

You are bigger than any one thing you sell. You can evolve, change direction, or build something completely different five years from now.

Your offer needs to be specific. You do not.

A designer who spent 10 years in the fashion industry calls herself the fashion designer. Every time a tech startup or a food brand approaches her, she turns them down because it does not fit her label. She is locked in. Another designer with the same background positions her offer as: I help brands build a visual identity that makes people stop scrolling. The offer is specific. She is not. She can work with a clothing line, a restaurant, or a SaaS company without an identity crisis.

Ask yourself:

- Am I limiting my offer because I am afraid of limiting myself, or the other way around?
- If my offer changed tomorrow, would I still know who I am professionally?
- What is the specific problem my offer solves, independent of who I am?

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